

Values and Behaviours Framework

Our values and behaviours framework describes how we will deliver our work in line with our purpose and values. It helps us to prevent breast cancer through education, scientific research, collaboration, and policy change. We use the framework in recruiting new staff, our performance development conversations and personal development planning.

	Evidence-based	Honest	Inclusive	Collaborative	Innovative
	We follow the science rigorously and ensure that everything we do is credible and informed and shaped by research.	We're open, ethical and transparent about how we work and make decisions.	We're inclusive of all voices, bringing diverse experiences and insights into our work.	We work together with our people, partners, supporters and funders who share our vision to eliminate preventable breast cancer.	We grow and learn, testing new ways of doing things and always striving to improve and develop.
We bring this value to life by ::	<ul style="list-style-type: none"> Communicating the evidence that shapes our work. Equipping ourselves with science-based info/answers. Proactively reading research. Fact-checking our work and outputs. Only using references from credible sources. Constructively challenging and asking questions if things don't meet our standards. Being confident in our beliefs. Reporting on our work transparently. Producing resources that demonstrate our expertise. Staying up to date with best practices and trends. 	<ul style="list-style-type: none"> Being clear about policies, parameters and rules. Putting environmental and organisational sustainability at the forefront of decisions. Not being afraid to say no. Practicing what we preach. Carrying out due diligence on potential partners/funders. Admitting mistakes and learning from them. Giving honest feedback well and with kindness. Being open to feedback from others and receiving it well. Being transparent about the decisions and choices we make and why we make them. 	<ul style="list-style-type: none"> Actively seeking new groups and people to engage in our work. Reaching out to a broader and more diverse audience. Being mindful of our power, privilege and how our actions impact others. Using inclusive language. Familiarising ourselves with EDI policies and plans. Reflecting on our past behaviours and learning from our experiences and those of others. Ensuring our communication methods are accessible. Listening authentically and respecting others' opinions. Challenging behaviours that are inappropriate or non-inclusive. 	<ul style="list-style-type: none"> Trusting colleagues' positive intent and believing that we are striving towards the same collective goals. Communicating well with the team, using different methods and styles depending on the situation. Being approachable and accessible. Investing in partnerships where they help us achieve shared aims. Producing content and events that stakeholders are excited about. Valuing and respecting all roles and members of the team. Looking after and being kind to ourselves and each other. Understanding colleagues' strengths and expertise, drawing on our collective talents. 	<ul style="list-style-type: none"> Taking measured risks and testing new ideas. Setting and delivering on ambitious goals that are aligned to our vision. Being open to change. Allowing people to make mistakes and learn. Seeking out and taking advantage of development opportunities. Evaluating what we do and looking for ways to improve. Being curious about learning and taking responsibility for our own development. Making time and space for creativity and innovation.
We avoid...	<ul style="list-style-type: none"> Selling a good story rather than the reality. Making assumptions. Catastrophising and losing perspective on challenges. 	<ul style="list-style-type: none"> Prioritising the wrong things. Unclear communication. Covering up issues. Dodging difficult conversations. 	<ul style="list-style-type: none"> Making assumptions about others or our work. Thinking that our own perspective is the only valid one. Singling out specific groups or individuals. 	<ul style="list-style-type: none"> Focusing on problems rather than positive solutions. Being dismissive or closed to new ways of working. Creating siloes. Duplication of effort and work. 	<ul style="list-style-type: none"> Assuming we are too small to have an impact. Doing things because it's the way we've always done them. Staying in our comfort zone. Not sharing learning.