

Carers Direct Ltd

Providing Outstanding Personal Care and Support

Our Ethos

Our Ethos statements are absolutely core to how we aim to provide our services and support our Vision Statement: “**Providing Outstanding Personal Care and Support**”.

1. Commitment

We each give everything we do 100% effort until we succeed. We are committed to the Vision, Mission, Culture and success of Carers Direct Limited, its staff, and its service users. We always recommend the services of Carers Direct Limited before recommending those from other providers.

2. Ownership

We individually and collectively take full responsibility for our actions and take ownership of everything that we do in work and life. We are accountable for our results and we know that for things to change, we must change first.

3. Integrity

We always speak the truth. We do what we promise we will do. We only ever make commitments that we intend to keep. If we become aware that we're unable to keep a commitment we let people know immediately.

4. Excellence

Good enough isn't, within reason! We always deliver services of great quality within agreed time frames, adding value wherever we can for people's long term benefit. We look for ways to do more with less. We each seek to improve ourselves as well as suggest ideas for improvement in the business.

5. Communication

We each speak positively of fellow team members, our service users and Carers Direct Limited in public and private. We speak in a positive way whenever we can. We never use – and avoid listening to – sarcasm or gossip. We accept that when people are speaking they believe it is the truth at that time. We take responsibility for how people react to our communication. We use people's names when saying hello or goodbye. We always apologise for any upsets first and then look for a solution. We only ever discuss concerns in private with the person causing the concerns.

6. Success

We totally focus our thoughts and energy on the successful outcome of whatever we are doing. We are confident in our abilities and display our confidence. We are successful people.

7. Education

We learn from our mistakes. We each consistently learn and grow so that we can help our colleagues and service users to benefit from our efforts. We give our service users the very best advice possible and allow them to make their own intelligent decisions about how they use this advice. We give practical and useable knowledge rather than just theory.

8. Team Work

We are each team players and team leaders in our own right. We do what it takes to keep the team together and achieve our team goals. We each focus on being co-operative and come to a resolution rather than a compromise wherever possible. We are flexible in how we do our work and able to adapt if what we're doing is not working. We ask for help when we need it and are helpful and supportive to others who ask for help.

9. Balance

We each have a balanced approach to life, remembering that our spiritual, social, physical and family needs are just as important as our financial and learning needs.

10. Fun

We each view life as a journey to be enjoyed and appreciated by ourselves and by others. We create a good atmosphere so that people in contact with us enjoy it as well.

11. Systems

If a problem arises we first check our systems, processes and standards and use a system correction before we try to correct the behaviour or actions of others. We follow our systems, processes and standards. We also suggest improvements to our systems, processes and standards whenever we can.

12. Consistency

We are each consistent in our actions so colleagues and service users are comfortable in dealing with us. We are disciplined in our work so that our results, growth and success are consistent.

13. Gratitude

We each are grateful people. We say thank-you and show appreciation wherever we can, so that people around us know how much we appreciate them. We each celebrate our own successes and those of colleagues and service users. We prefer to catch ourselves and other people doing things well rather than making mistakes.

14. Generosity

We each are generous people. We deserve the good things that happen to us. We each respect our own self-worth and that of others. We recognise that we reap is what we sow in terms of behaviour and actions.

15. Judgement

We each seek all the facts wherever we can before we make a judgment on any circumstances that may arise with a client or a colleague. We respect the right of others to hold a differing opinion to ours. We will raise awareness of an alternative view to promote learning and understanding.