

Our business plan is based around three lynchpins and three pledges. These are:








Lynchpins

- Investing in People
- Excellence and enterprising governance
- Financial strength and commercial acumen

Pledges

- Involvement for all tenants
- Service and property excellence
- Sustainable growth for our customers

The competencies within our framework are the key to achieving these aims – they are the consistent behaviours that deliver what we want.

 Serving Customers	 Collaborating	 Decision Making	 Improving	 Communicating	 Leading	 Delivering Results
<p>By building effective relationships with our customers, and by meeting their needs effectively and enthusiastically, we improve our communities and build commercial success. With a good reputation for customer service, we're more likely to get more business – whilst making really positive impacts on people's lives</p>	<p>Good relationships with colleagues make us a more effective business: working in teams means we can all contribute our own talents and improve our working environment. When we work closely together, we understand more of our own business and more about the business around us.</p>	<p>Good decisions are the actions that drive our business forward. And we make good decisions by quickly and accurately analyzing information and making good judgement. The more we can do this, the better we'll be at responding to opportunities, dealing with problems and working efficiently.</p>	<p>We continue to improve because we want to do better. We're proud of whom we are and what we do, and that gives us the enthusiasm and passion to keep getting better. Creating and sharing new ways of working keeps us successful, and that all stems from a desire to improve.</p>	<p>Good communication makes us work more effectively and efficiently. Sharing ideas and getting important messages across improves understanding across colleagues and helps us deliver better service. It also means we learn and act quickly; we're more likely to get it right first time.</p>	<p>Inspiration and motivation are a hallmark of a committed and successful team, and maintains high levels of performance. By leading by example, we provide higher standards and encourage the teams we work in to meet them. And that helps us create the passion and enthusiasm that drives improvement, as well as creating high benchmarks for the quality of our services.</p>	<p>Delivering results is all about checking where we are: making sure that the results of our work meet up with the results we want. When we monitor our performance and the quality of our services we deliver, we recognise what we're doing right and what we need to improve. And that keeps us financially successful – we know how to be commercially strong in our market.</p>
<p>This means . . .</p>						
<p>. . . understanding and respecting the different needs of our customers, and making them a top priority. If we can't solve a problem, we'll find someone who can. We work with customers to take control of their problems while getting them involved in what we do.</p>	<p>. . . working effectively and enthusiastically with colleagues and community stakeholders. Its groups consulting each other to find the best possible way of working. That creates positivity about – and loyalty towards – colleagues, team members and Cartrefi Conwy.</p>	<p>. . . problem solving; overcoming barriers, recognising and acting upon key information, and using sound judgement to make good decisions. In practice, that is assessing options and making the right choice for customers and colleagues alike.</p>	<p>. . . thinking about and coming up with ideas outside our normal way of doing things. It means looking for new ways to help meet our goals, and embracing change as a way of improving. It also means sharing improvements with the wider business.</p>	<p>. . . sharing information in the best possible way at the right time. It means making sure that others understand us by being open and honest in what we say. We know and appreciate our audiences, and tailor our messages to them, and we pay attention in return.</p>	<p>. . . inspiring those around us. Its about driving colleagues forward with enthusiasm and passion, and motivating those around us to share our commitment and purpose by leading by example. We work towards a clear goal – our vision – and bring others with us.</p>	<p>. . . measuring our performance and improvement. It's about focusing on the behaviours and attitudes that help deliver our business plan, and having the passion to improve and deliver more. That looks like taking responsibility for skills development: actively pursuing better performance.</p>

