



Our organisational values

Alcohol Focus Scotland's organisational values are:

- Independent
- Equalities-focused
- Respectful
- Collaborative
- Evidence-based

Our operational values

Underneath these outward-facing values are a set of operational values developed by the team. These are the principles that underpin the things we do and the ways we do them. They are the standards of behaviour we want from ourselves and others.

Communicating openly and honestly

Listening in order to hear.

Sharing ideas, information and experience.

Collaborating.

Encouraging questions.

Embodying these values in the way we behave (behaviour is communication).

Respect

Treating others as we would like to be treated, reciprocating respect.

Being patient and approachable, making time for people and communication.

Having empathy, showing understanding.

Focusing on solutions, not blame.

Trust

Trusting others. Believing that people are motivated to do their best.

Being accountable, taking ownership and responsibility for the things we do.

Asking for and receiving help.

Creating space and support for successful delivery.

Equality and diversity

Treating others fairly.

Respecting individual differences and preferences, remembering what unites us.

Recognising the value of our own and other peoples:

- Achievements
- Autonomy
- Contributions
- Limitations

Professionalism

Being determined, committed to making a difference.

Setting goals and reflecting on progress.

Positivity and creativity

Encouraging ideas and innovation.

Being open about mistakes and learning from them. Supporting each other when we make mistakes with good intentions.

Being positive and flexible, having a 'can do' attitude.

Enjoying our work, having fun, and being passionate about it.