



Cassiltoun  
Housing Association



Mission  
Statement...

Vision...

Values...

# Mission Statement

"We aim to enhance the quality of life of our clients and to regenerate and sustain our community through housing-led and resident controlled initiatives."

## Vision

Community driven social responsibility achieved through business diversity and performance which will make a real difference to local people.

## Values

The key values were agreed as:



# Having Integrity...

## Definition

Upholding a high standard of fairness and ethics in everyday words and actions.

## Explanation

People who display this competency conscientiously and reliably behave in an ethical and honest manner in their dealings with those they interact with. They are fair in their expectations of others and behave toward others with equal fairness.

## Behaviour

- Is moral, honest and respectful.
- Demonstrates fairness in expectations of others.
- Holds themselves to a high standard and will do what is right in spite of the consequences for themselves.
- Being realistic about what you can deliver and be true to your word.
- Is worthy of the personal trust of others.
- Uses good governance through policies and procedures to deliver to a high standard.

# Be a good leader...

## Explanation

People who demonstrate **Being a Good Leader** direct and lead others to accomplish organisational goals and objectives. They work through other people to accomplish objectives and they encourage performance through motivation and feedback. They hold people accountable.

## Behaviour

- Demonstrates commitment to the objectives of the Cassiltoun Group.
- Sets clear performance standards and objectives for self and others, empowering staff to do their job.
- Ensures that individuals understand the contribution they make to corporate and service objectives.
- Recognises effort and rewards achievements and ideas that contribute towards team goals.
- Focuses own and others activities on the current needs of the business and is proactive regarding future needs.
- Develops a depth of internal and external knowledge relating to the Group's objectives and future direction.
- Actively develops and enables colleagues' potential through various learning opportunities.

## Definition

Demonstrates and adapts their individual styles and behaviours to inspire others.

# Adapt and Commit to Change...

## Explanation

People who are competent at adapting to change are flexible in changing circumstances. They are open to change and different ways of doing things, and do not over-rely on old methods and processes.

## Definition

Adapting to changing situations and restructuring tasks and priorities as changes occur within the business and organisation.

## Behaviour

- Is willing to change the way they work by adopting new methods and approaches, policies, processes etc.
- Anticipates the need for change, acknowledging the longer term impact.
- Actively promotes change initiatives in their sphere of influence.
- Assumes personal responsibility to see that change is adopted and effectively implemented.
- Recognises the impact of change for those involved.
- Supports those involved to successfully accept changes.
- Seeks value for money changes that have long term positive impact.

# Quality Customer Service...

## Behaviour

- Actively gathers information about customer's needs and works to understand their requirements
- Listens to and values customers' needs, suggestions and feedback and where possible develops or adjusts services to better meet the needs of the customer
- Develops and maintains positive, constructive relationships with customers
- Anticipate the needs of customers and those we work with
- Champions the needs of those we work with within the organisation
- Delivers excellent customer service to all customers
- Valuing and developing our community and improving peoples quality of life

## Definition

Recognising that the customer comes first when delivering best quality services.

## Explanation

People who are good at delivering quality customer service recognise and understand customers' needs and deliver in a manner that exceeds customers' expectations.

They have a desire to please customers and consistently do more than is required of them to ensure that the customer is satisfied.

# Inspiration & Innovation...

## Explanation

People who are competent at driving inspiration and innovation generate creative and novel ideas and solutions. They question how things have been done in the past and try to develop new and creative ways to address issues or problems. They are forward thinking.

## Definition

Leading the way professionally to generating new, creative and diverse business solutions that will result in improved community engagement, performance and better outcomes.

## Behaviour

- Thinks and delivers in innovative and creative ways
- Reflects on how things have been done in the past and tries to develop new ways to address issues or problems
- Views challenges from a wide viewpoint and develops solutions and ideas that will improve increased benefit to deliver the group's business objectives
- Generates new and sustainable ideas that can be successfully implemented
- Is respectful and innovative when suggesting novel solutions and ideas
- Is professionally knowledgeable and forward thinking
- Listening to others and gathers support for their suggestions to improve the outcome.



**Cassiltoun**  
Housing Association

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