



University of Sunderland

We value people for their creativity and update our knowledge and practice to enhance the student experience and improve our institutional performance.

CULTURE TRAIT	WHAT ROLE MODELS DO:	ADDITIONALLY, WHAT LEADERS DO:
CREATIVE	Look inside & outside of the University for inspiration.	Challenge the status quo & encourage others to do the same.
CURIOUS	Open up to ideas, asking questions & challenging respectfully.	Create a safe environment where teams can share new ideas.
SOLUTIONS FINDERS	Look for ways to continually improve & taking risks to make it happen.	Enable others to make improvements.

OUR COMMITMENT TO BEING EXCELLENT WOULD BE AFFECTED IF SOMEONE WAS NOT BEING INNOVATIVE.

## ACTIONS THAT COMPROMISE OUR VALUES

Reluctance to consider new or creative ways of completing tasks or goals.

Dismissing the ideas from others without understanding first.

Being opposed to adapting & changing to help our role or team.

Focusing just on here & now not creating an environment where others can be creative.

Being risk adverse without reason.

Being a barrier to change without understanding it first.

 "I"m always looking for

 student experience, I recently

 introduced a digital system

 introduced a digital system

Paul Stronach SENIOR TECHNICIAN (ANALYTICAL CHEMISTRY)