

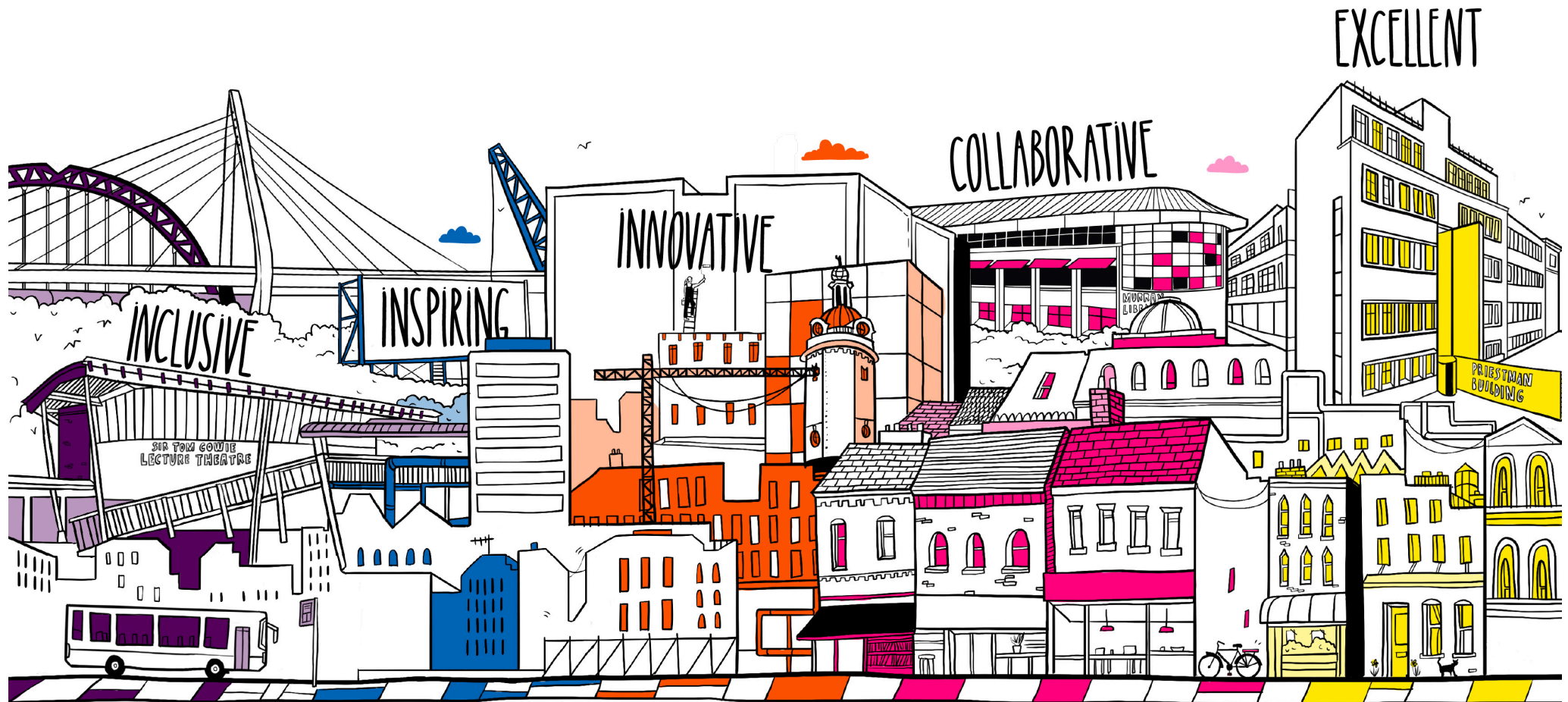
# CULTURE FRAMEWORK

THE UNIVERSITY OF SUNDERLAND WAY



# CULTURE FRAMEWORK

## THE UNIVERSITY OF SUNDERLAND WAY



This **CULTURE FRAMEWORK** presents the way we do things at the University of Sunderland. Our values are shared across the institution and we undertake actions to help them come to life. We asked colleagues what behaviours make our University a unique place to work, and these are our combined responses. It is a living document of our culture, illustrated by one of our very own graduates.

The framework supports how we apply ourselves at work. It helps with our approach to making decisions, and working with each other. It is woven into all our people policies and procedures, supporting how colleagues are managed, recognised and developed. It is a reference point from which we can deliver our ambitious plans, **THE UNIVERSITY OF SUNDERLAND WAY**.

### INCLUSIVE



Respectful,  
Authentic,  
Diversity Champions

### INSPIRING



Enthusiastic,  
Encouraging,  
Life-long Learners

### INNOVATIVE



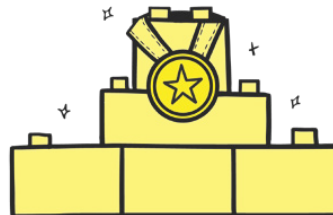
Curious,  
Creative,  
Solutions finders

### COLLABORATIVE



Accountable,  
Committed,  
Relationship builders

### EXCELLENT



We are Excellent  
When we live the  
values

We strive for excellence in all that we do in teaching, learning, research and knowledge exchange, as well as in the services we provide to students and to each other. To enable us to be excellent, we seek to act in inspiring, inclusive, innovative and collaborative ways.

# CULTURE FRAMEWORK INCLUSIVE

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*We celebrate our diverse culture where everyone's contribution is welcomed and valued.*

CULTURE TRAIT

WHAT ROLE MODELS DO

ADDITIONALLY, WHAT LEADERS DO

**RESPECTFUL**

Understand differences & respect individuality.

Create team environments where it feels safe to ask questions, share views, & challenge noninclusive situations.

**AUTHENTIC**

Strive for honest & genuine interactions.

Consistent & transparent with how colleagues are led & motivated.

**DIVERSITY CHAMPIONS**

Invite & listen to the views & opinions of others.

Ensure a diverse range of people are involved with making decisions or generating ideas.

ACTIONS THAT COMPROMISE OUR VALUES

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

By stereotyping or not taking time to understand differences in others.

Allowing negative views & behaviours to go unchecked, creating a poor work environment.

Being dishonest, leading to mistrust in others.

Building a team, all with similar views & experiences.

Not taking time to listening to the views & opinions of others or be closed off to changing a view.

Making-decisions that impact others & not engaging a range of people in the process.



# CULTURE FRAMEWORK

## INSPIRING



*We will provide an inspiring, enterprising and empowering experience for our students and staff.*

### CULTURE TRAIT

### WHAT ROLE MODELS DO

### ADDITIONALLY, WHAT LEADERS DO

**ENTHUSIASIC**

Bring pride to the work we do, championing the work of others and our University.

Bring clarity on the vision/purpose of the University & translate that message so teams understand their contribution.

**ENCOURAGING**

Motivate & support others through meaningful feedback.

Trust & empower others to grow, giving praise and constructive feedback.

**LIFE-LONG LEARNERS**

Continually seek opportunities to develop & share learning with others.

Support others to develop, working with them to seek opportunities to learn.

### ACTIONS THAT COMPROMISE OUR VALUES

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

Being overtly critical or negative & not taking pride in the work they do or the University.

Not believing in a vision or direction leaving others unclear with their role.

Domineering over a situation or task or not providing feedback.

Micromanaging rather than allowing others to develop on their own through meaningful feedback and praise.

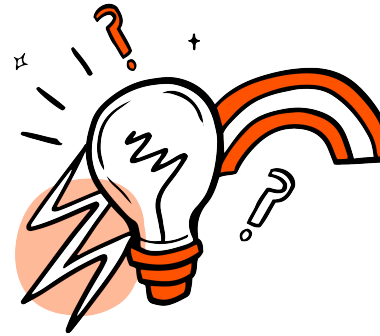
Not being open to develop or improve their abilities to help in their role.

Not supporting others to learn.

# CULTURE FRAMEWORK

## INNOVATIVE

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*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.

ACTIONS THAT COMPROMISE OUR VALUES

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

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

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

Dismissing the ideas from others without understanding first.

Being risk adverse without reason.

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

Being a barrier to change without understanding it first.

# CULTURE FRAMEWORK

## COLLABORATIVE



*We work together as a community with our partners and build lasting relationships to achieve our shared ambition.*

### CULTURE TRAIT

### WHAT ROLE MODELS DO

### ADDITIONALLY, WHAT LEADERS DO

## ACCOUNTABLE

Take ownership of our own work & our impact on others.

Explain the why behind decisions & own the outcome.

## COMMITTED

Ready to share information & knowledge with others.

Make regular contact with their team to share information & listen & include others in decision-making & tasks.

## RELATIONSHIP BUILDERS

Work effectively in our own teams but also involve others outside of our immediate teams or the University.

Make space for real collaboration to happen, within or outside the University, bringing the right people together.

### ACTIONS THAT COMPROMISE OUR VALUES

### OUR COMMITMENT TO BEING EXCELLENT WOULD BE AFFECTED IF SOMEONE WAS NOT BEING COLLABORATIVE

Not taking accountability for the tasks required of their role & any negative impact on others.

Not taking action when someone is perceived to be not meeting performance expectations.

Not responding to requests for information or knowledge from individuals or teams.

Using a position of influence to steer decisions without transparency.

Working in isolation & not acknowledging the needs of others.

Not seeing the benefit of including people when making decisions or achieving goals.



# CULTURE FRAMEWORK

## OUR PEOPLE

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**CF**

**CULTURE FRAMEWORK**  
**THE UNIVERSITY OF SUNDERLAND WAY**



**University of  
Sunderland**

SIR TOM COWIE  
LECTURE THEATRE

PRIESTMAN  
BUILDING