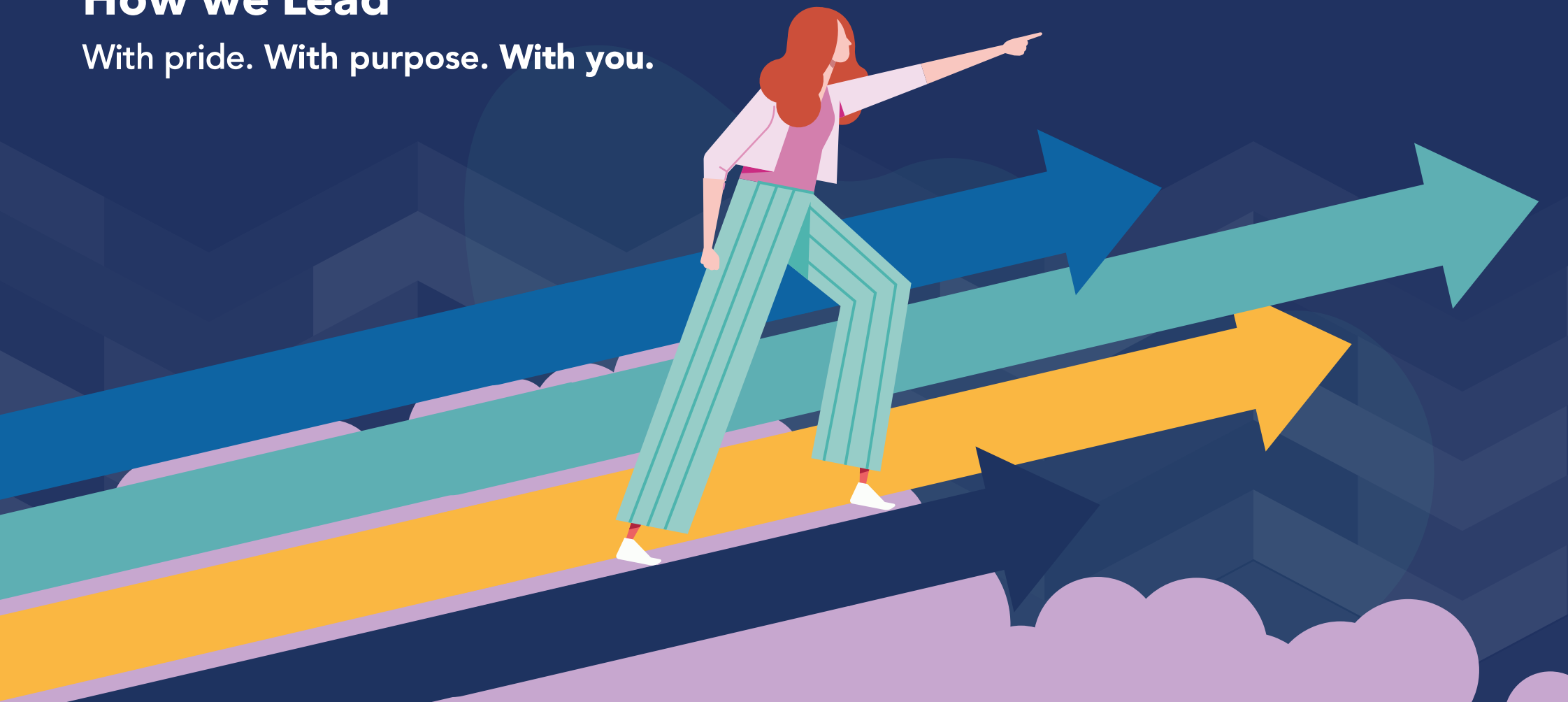


We are Staffordshire People

How we Lead

With pride. With purpose. With you.



Introduction

During the launch of the new 2023-27 People Strategy, colleagues fed back that they would like something to help describe the leadership qualities that are important to our organisation and will help us to achieve our future ambitions.

In response, people from across the organisation were invited to share their views and ideas. The results of those conversations and inputs are what you'll find in this document to describe how we like to lead at Staffordshire County Council.

Our people are unique and work across lots of areas and with diverse communities. Everyone will therefore have different ways of putting these principles and activities into action. This content provides a starting point, to help leaders and teams have conversations about what it means to be an effective leader for Staffordshire in the many and varied settings we work in.

In the future this content will help us to communicate how we lead to our partners and those who work with and for us and to support delivery of our People Strategy, for example by helping to inform our leadership development offering.

The How we Lead principles can provide a basis for We Talk conversations around development and growth and offers a framework to help those earlier in their leadership journey to have something to work towards.



How we Lead

We Deliver Results

What we do can be complex and uncertain, so we work together to really understand our challenges and to find solutions that work and make a difference.

Our vision and purpose help everyone know where we're heading and what success will look like, whilst our focus on excellence and results ensures we deliver the biggest impact we can for the people of Staffordshire.

We Drive Innovation

Creativity and innovation is at the heart of everything we do, helping us find better and lower cost ways to deliver our vision and outcomes.

We empower colleagues to put forward new ideas, challenge the status quo, seek out best practice and explore new technology, all with the end goal of making a positive difference for our communities.

We Empower And Support

We put people first and treat everyone as individuals. We take time to listen, understand and get to know our colleagues, so we know how to empower them to deliver their best work.

We nurture talent and help people reach their career goals, by coaching, mentoring and sharing knowledge.

We Are Role Models

At Staffordshire we lead by example and we trust ourselves and others to do the right thing, even when it's hard.

We believe everyone can be a role model, regardless of role or grade. It's about showing up for others, living our values and creating trust and respect in our teams.

We Deliver Results

What we do can be complex and uncertain, so we work together to understand problems and find solutions. We make our vision clear, so everyone knows where we're heading. We focus on results and how we can deliver the biggest impact for Staffordshire. All the while, we take care of our wellbeing, lookout for others, and keep up morale.

We do this by...

- maintaining high standards of performance and quality in all that we do
- explaining the why (what is in it for us and our communities?) and not just the what
- linking the work of teams to wider goals & strategies
- using story telling and real life events to aid understanding
- developing high challenge / high support relationships
- being agile and making best use of the resources we have
- simplifying complex ideas and situations
- delegating, letting go and trusting people to deliver

RESILIENCE

PACE

AGILITY



We Drive Innovation

Creativity and innovation is at the heart of everything we do, helping us find better and lower cost ways to deliver our vision and outcomes. We empower colleagues to put forward new ideas, challenge the status quo, seek out best practice and explore new technology, all with the end goal of making a positive difference for our communities.

We do this by...

- seeking to improve and be more efficient with every decision we make
- encouraging curiosity, challenge and experimentation
- seeking out diverse thinking to increase creativity
- creating time and safe spaces to generate and explore new ideas
- helping people be brave and take intelligent risks
- being outward looking and learning from the best
- enabling innovation by guiding creative ideas through to delivery
- promoting personal development and a culture of learning



CREATIVITY

CURIOSITY

CO-CREATION

We Empower & Support

We put people first and treat everyone as individuals. We take time to listen, understand and get to know our colleagues, so we know how to empower them to deliver their best work. We nurture talent and help people reach their career goals, by coaching, mentoring and sharing knowledge.

We do this by...

- setting clear expectations and monitoring results
- making time to listen, engage and get to know people
- creating autonomy and ownership for decision making
- providing honest feedback and addressing issues quickly
- using coaching techniques to build confidence and release potential
- acting as mentors and sharing our knowledge
- promoting and driving team development
- treating people as adults and trusting their judgement
- keeping up focus and morale when times are tough

EMPATHY

FEEDBACK

AUTONOMY



We Are Role Models

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We do this by...

- holding ourselves and others to account for high standards of performance
- putting the SCC values in to action
- being decisive and taking responsibility for the decisions we make
- working through conflict and disagreements together
- being authentic and meaning what we say
- being open to feedback and having high levels of self-awareness
- creating a positive climate where everyone feels valued and included
- showing humility & asking for help when we need it



TRUST

INCLUSION

ACCOUNTABILITY

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