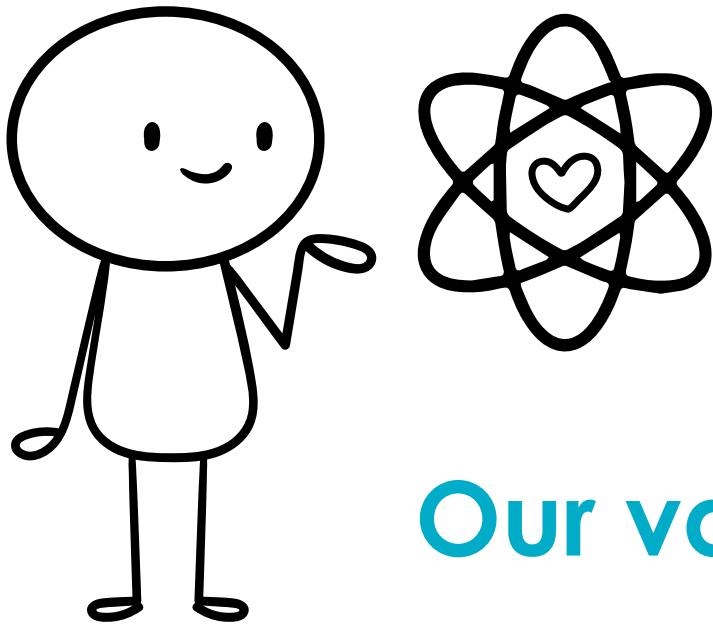




Our values

Our values capture what we hold dear and what makes us who we are.

They are the things that help us:

- be happy at work and get satisfaction from what we do
- make decisions about what is important
- know in all situations how to make the best choices about what action to take
- respond and behave towards each other and our clients in an appropriate way
- know, understand and uphold the standards of excellence for which we are known

Click on each value on the right to learn more.

Our values



Care

- Care about your colleagues.
- Care about your work.
- Care about our clients, they are the only reason we are lucky to be doing what we love.
- Care about trying to make a difference and make all work accessible for our audience through what we do.
- Care about doing your best.
- Care enough about someone else's growth and development to have the courage to give them feedback.
- Care enough to pay attention if you are receiving feedback and think this through.
- Care enough to make the tough calls.
- Care enough about the end result to get input when it is appropriate.
- Care enough to be considerate about your colleagues and clients' workload.
- Care enough to do what you can (even if you aren't sure what the answer is) and provide a solution before passing a colleague or client a problem without also providing a suggestion on a way forward.



Individual accountability

- Take responsibility for your work, actions and behaviour – both good and bad. We all make mistakes.
- Say sorry if you mess up – and then take care to fix it.
- Do your best to inform yourself as far as possible before starting a job or interrupting a colleague or client.



Excellence

- Strive to do your best and to listen to feedback so that you can learn.
- Be present and pay attention.
- Always be curious about the work you are doing.
- Learn from your colleagues and clients – there is something we can learn from everyone.
- Try to think a bit further than the initial brief; think things through, see related opportunities or potential problems and add extra value for our clients. No matter how big or small.

Our values



Listen actively

- Listen to what is said verbally and what may not be said, but may come across in tone or body language.
- Pay attention.
- This is the only way that you can truly take an audience-centric point of view. We have to be able to see things from other points of view, which requires emotional maturity.



Transparency and integrity

- We bill our clients fairly and transparently for work.
- Always be upfront and honest.
- We ALL welcome challenging views because that is how we get better.
- We aren't inauthentic in our behaviour – sometimes we have to be a chameleon, but we try to be as sincere as possible.



Respect

- Show respect to our clients by acting with dignity and basic good manner.
- Respect the fact that you may not always agree with an outcome, feedback or a decision, but respect each other's roles and skills by sometimes accepting instructions or an outcome even if you would have done it differently.

To the point 



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