



Level 1

To do this effectively each of us needs to:

- **Understand our purpose and direction** so that we're clear what we're trying to achieve and can focus our priorities on achieving that purpose
- **Understand and manage demand** – know where the demand on our services' time and resources comes from and think about how best to manage this demand so we make best use of our resources
- **Take a customer-centric approach** which puts our customers at the heart of what we do

BEHAVIOURS

What this looks like when we're at our best ...

- We value people's voices which means we listen, seek to understand and then act
- We look at the bigger picture – we focus on what matters for the city of Aberdeen
- We step back and ask 'why' – we don't keep doing the same things and expecting a different outcome
- We look for how technology can take us forward, but we also know when the human touch is needed
- We act with integrity – we show moral courage – we do the decent thing
- Customers are not a number – we care and show empathy – we support the most vulnerable and encourage the most able

What this looks like when we're at our worst...

- Knowing something is rubbish or wasteful but doing it anyway
- Not listening or ignoring people's needs
- We know best – 'ivory tower' thinking
- Being careless with data, resources, time or people
- Acting on personal preference or assumptions rather than facts

KNOWLEDGE

Understanding our purpose and direction

I understand

- Our purpose as a Council
- What an outcome is
- Our responsibility for improving outcomes for the people of Aberdeen and how my role contributes to this

SKILLS

Understanding our purpose and direction

I show I can

- Support others to understand our purpose

Understanding and managing demand

I understand

- What is meant by customer demand and what it means to actively manage demand
- How the service I deliver meets customer demand
- What prevention and early intervention are

Understanding and managing demand

I show I can

- Guide and signpost customers to support for self-help and self-serve where appropriate

Taking a customer-centric approach

I understand

- Who my customers are
- How to identify opportunities for customers to self-help and self-serve

Taking a customer-centric approach

I show I can

- Listen to my customers and understand their needs
- Ask ‘why’ questions to get to the root of customers’ problems or issues
- Interact effectively with customers showing empathy and understanding