

# PDSA's Values

We recognise that there is the need to provide a consistent, well-defined set of organisational values, to support all of our colleagues to understand who we are, what we believe in and what is expected of us. Our values help to form a compass for decision-making and ways of working.



## EXPERTISE WITH UNDERSTANDING

We are the experts. No one else can truly claim this. When people recognise PDSA as the voice of the experts on pets, they'll come to us first. Whether they need help or are interested in giving money, time or other support. Whether they are a potential staff member or a journalist looking for a spokesperson. We'll more effectively reach politicians, companies and people of influence. However, knowledge alone is not enough. Real expertise comes from understanding the most effective way of using our knowledge to deliver the best possible outcomes for the pets and owners in our care. It's about caring: seeing the real value of a loving relationship between pet and owner.

**Whatever our role, we combine expertise with understanding to help deliver a happier and healthier future for pets and their owners.**

## EMPOWERING THROUGH UNITY

We can't do this alone. Empowering is about maximising the potential of everyone. Working with our colleagues, supporters, the public, owners, and journalists, we can all positively impact the wellbeing of pets.

Together we are stronger; a force to be reckoned with. We are PDSA, an organisation founded on ideas of inclusiveness, partnership and equality. Our vision for pets can only succeed if we work together with anyone who can influence their care.

**We can achieve more if we work in partnership with everyone who touches the life of a pet.**

## DRIVEN IN OUR DEDICATION

We can all make a difference in creating a world where no pet suffers. But delivering on such a big goal needs dedication: we can't just stop. We must always strive to improve and deliver more today than we did yesterday. We must endeavour to make every donated pound deliver ever more benefit to the animals and owners we serve. Our passion and dedication drive us continually to want to do more; to deliver Beyond Better.

It is our dedication that fuels our audiences' belief in us, and leads clients, politicians and journalists to want to hear from us.

**Our dedication to creating a world where no pet suffers drives us continually to deliver more for every pound we're given.**

### Understanding customers, clients and colleagues

Build trusted relationships based on honesty, empathy and respect; listen, understand and relate to others to ensure we respond in the right way.

### Develop knowledge

Recognise when we don't know the answer and ask for help to develop; learn from success and failure alike, sharing knowledge with others.

### Make effective decisions

Use initiative and take ownership to make effective decisions.

### Collaborative working

Work in partnership with others, recognise and respect differences and strengths.

### Recognise others

Share ideas and achievements and recognise those of others, to get better results.

### Ownership

Take responsibility for actions and decisions, the impact they have on others, expect and give feedback to achieve greater results.

### Dedication

Take pride in PDSA's mission, lead by example, speak up and challenge when you believe it's important.

### Results focused

Use our knowledge, skills and resources to get the best results for the pets and people we help and celebrate all our successes, big and small.

### Driving change

Take the initiative; seek out new and innovative ways of doing things and focus on continuous improvement.

**These values form part of our Success Factors framework, which also includes organisational skills such as Commercial Awareness, Effective Leadership, Plan and Organise and role-specific knowledge and skills.**