



The Unicef Way

FOR EVERY
CHILD IN
DANGER

unicef 
UNITED KINGDOM

We pull together to achieve the best possible results for children in danger around the world. We believe in a happy workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children. This belief is key to our continued success and the achievement of great outcomes.

This shared set of interlocking principles and behaviours guiding our work has previously been summarised by our Common Approach, introduced over a decade ago and setting out how we work together and the culture we aspire to create.

“The Unicef Way” is built on these same principles and aspirations. Indeed it has deliberately transferred many of the same examples from the Common Approach. At the same time it seeks to refresh and develop this description of our culture through the prism of our new values – Brave, Honest, Hopeful and Smart. These values will guide how we should work together, bridging our internal and external approach to ensure our work is coherent and consistent

in whatever context we are in. The Unicef Way also acknowledges our new strategy and the changing patterns of today’s working life, refreshing the wording to take into account evolutions to our approach - such as an emphasis on a more agile workforce and workplace.

Everyone contributes to our shared culture at Unicef UK so all of our new values and associated behaviours have been developed by our people, for our people. We all have a shared responsibility to live our values and to model our behaviours to make sure that there is no gap between what we say and what we do. Doing so will allow us to create and sustain a happy and fulfilling place to work, and support each other to achieve all that we can for children.

OUR VALUES

01

Honest

02

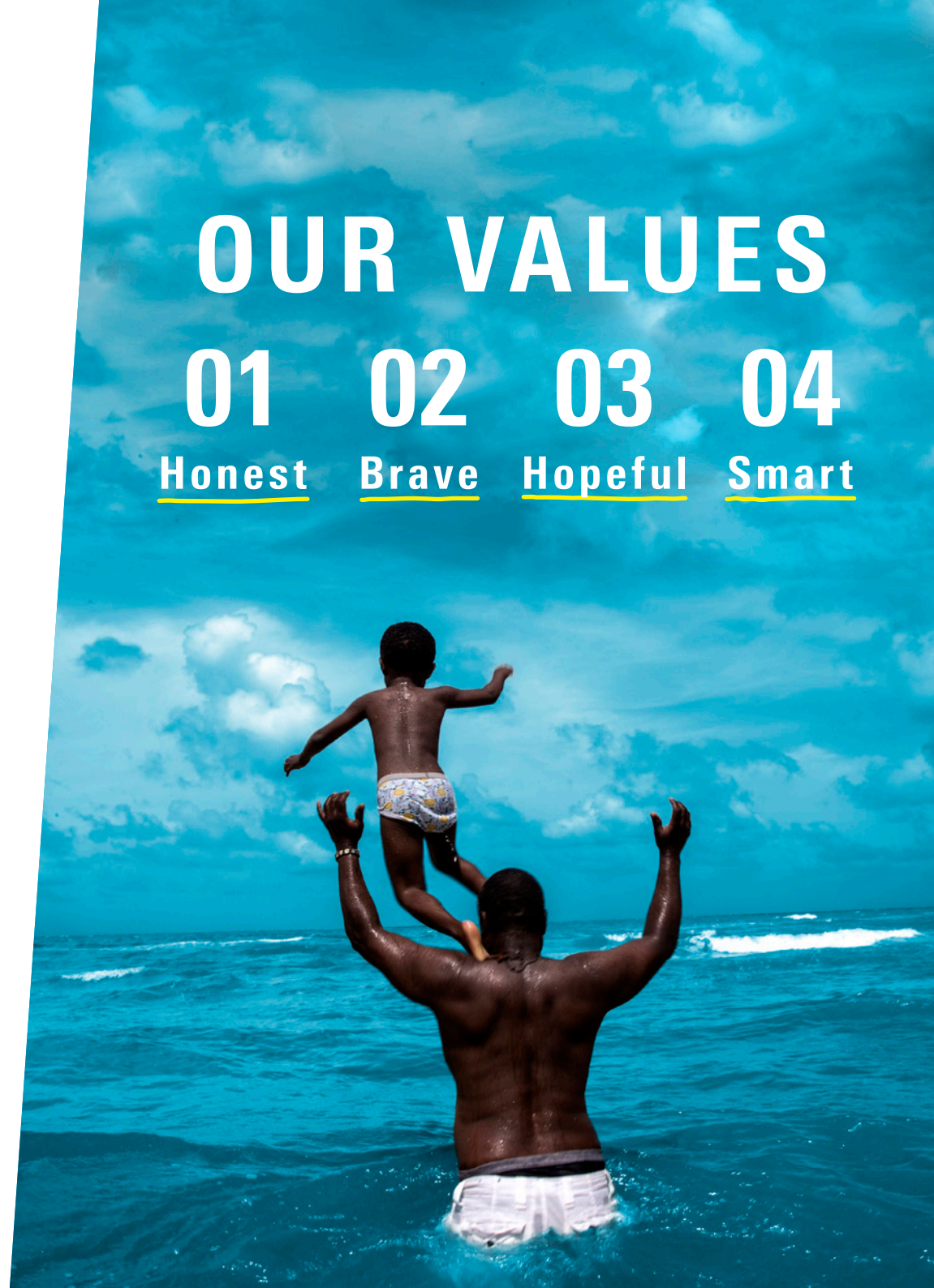
Brave

03

Hopeful

04

Smart



HONEST

We tell it like it is. We're proud of what we do and we don't shy away from the truth.

We communicate the impact of our work for children in ways that people understand and connect with. Through children's stories and their voices, we powerfully convey the reality of their situation. We don't exaggerate or mislead. We are honest with each other and we share information appropriately. We celebrate our successes and, when things don't go to plan, we embrace learning together.



012 BRAVE

To achieve great things with, and for, children, we need to speak out and be courageous.

Always risk-aware, we aren't scared to discuss difficult issues and take on unpopular causes. We set ourselves big challenges and we hold ourselves to account to deliver them. We break boundaries, leading innovation and embracing change, to help us make even more impact. We take personal responsibility for our actions, constantly seeking feedback and empowering each other to deliver.



HOPEFUL

We passionately believe in making the world better for all children, and we inspire others with that belief.

We communicate powerful stories about our vision and impact to persuade our supporters about the difference they can make. We build relationships based on support, trusting each other to do the best possible job and respecting the unique contribution that each person makes. We know that when we work together, we have even more impact.



04 SMART

We know what we're talking about and are a voice people trust. We understand the power of both head and heart and take decisions based on evidence.

We are focused on delivering results for children which means adapting to take on new challenges in the most impactful way. We have high standards for what we deliver and also how we treat each other. We develop ourselves and learn from others. We show care to each other and support each other's wellbeing so we can take bold action to achieve our goals for children.

These
behaviours
apply to
everyone



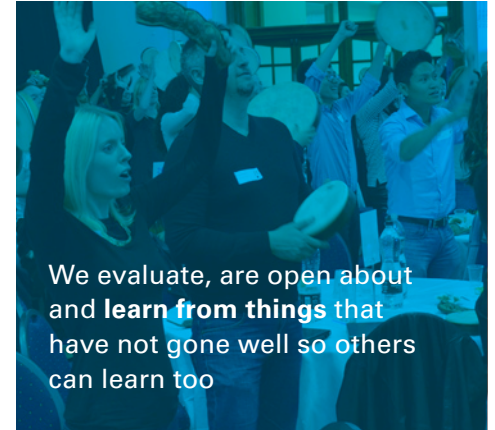
We prioritise work that will have the greatest impact on agreed goals

We are **accountable** for our actions and make decisions within agreed parameters

We **step out of our comfort zone** to explore what's possible, assessing and managing risks as we go



We **monitor our results** and adjust or stop doing things that are not achieving their intended outcomes



We evaluate, are open about and **learn from things** that have not gone well so others can learn too

We **value inclusivity**, respecting and drawing on our colleagues' different perspectives, skills and knowledge

We **communicate clearly**, sharing information appropriately and respecting everybody's data privacy



We **listen to each other** and **demonstrate trust**

We **act with integrity**, doing what we expect of others and delivering on our commitments in a timely fashion



We invest time in **developing ourselves** and learning from others to increase our impact

We are **flexible and adaptable** in response to change, knowing that this is vital if we are to achieve the best outcomes for children

We invite and give specific, timely and **constructive feedback**, especially in difficult situations

We manage our **work life balance** for greater well-being and professional effectiveness and ask for help when needed



We choose the **working environment** that enables us - and those we work with - to do our best work

These
behaviours
apply to Senior
Leaders, Project
and People
Managers



We empower and develop others by **setting outcomes** and expectations, delegating clear areas of responsibility, clarifying sign off and agreeing accountability



We **communicate our strategic vision**, providing clear guidance on priorities to help people focus on work that has the greatest impact for children



We **motivate and inspire** by showing people how their work contributes to the achievement of our outcomes for children

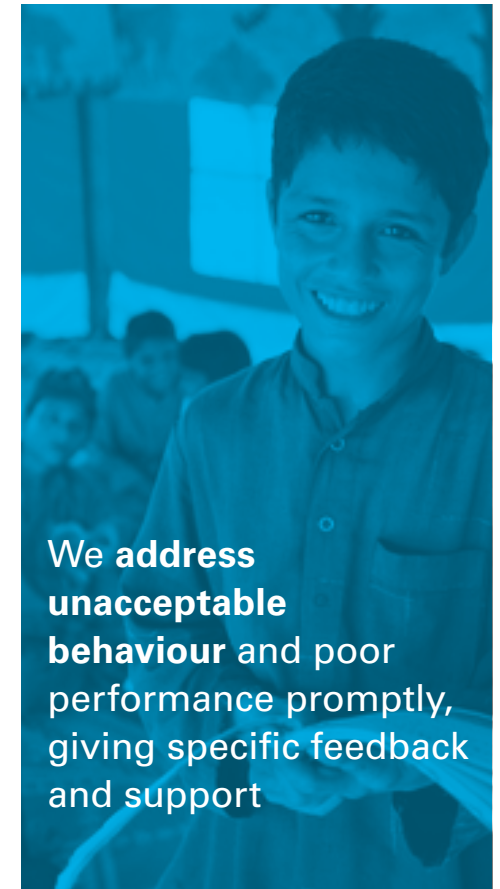
We **develop our team members** as a priority, adapting our management approach for best results and supporting, delegating or directing according to the situation

We **inspire great team work** by encouraging positive working relationships and removing barriers to effective collaboration

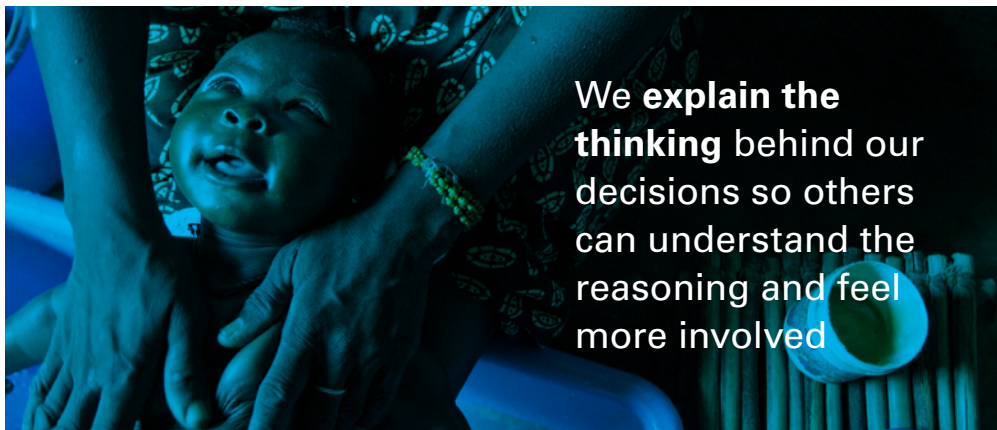
We **recognise great work** and celebrate colleagues who have pushed boundaries



We **plan and actively lead change**, communicating, listening and engaging with colleagues at all stages



We **address unacceptable behaviour** and poor performance promptly, giving specific feedback and support



We **explain the thinking** behind our decisions so others can understand the reasoning and feel more involved

We build and sustain a working **culture based on trust** in which everyone feels they can make choices and take bold action to achieve our goals for children

