

OUR 6 CORE VALUES

CLINICAL EXCELLENCE

What it means -

- Enabling our students/staff to confidently deliver effective care
- Promoting an attitude of continuous learning among our students and staff
- Identifying best practice and embracing evidence based practice
 - Staying up to date with clinical developments
 - Providing appropriate and relevant clinical practice

What it doesn't mean -

- Relying solely on our own personal experiences and opinions
 - Sticking rigidly to outdated practice

RESPECTFULNESS

What it means -

- Being open about the good and the bad
- Understanding and respecting our students/staff and customers
 - Fairness, decency and respecting our students/staff
 - Being ethical
 - Support

What it doesn't mean -

- Bullying students/staff
- Not respecting dignity or beliefs
 - A 'can't be bothered' attitude
 - Blaming others
 - Being self righteous
 - Not being confident

ACADEMIC EXCELLENCE

What it means -

- Creating a nurturing and supportive environment for our student/staff
 - Continually improving our academic stance and offering
- Collaborating with academic partners to allow diversification of programmes available
 - To appreciate each student has their own learning style
 - Proactive planning
 - Learning from successes and being accountable for our mistakes
 - Creating sustainable systems

What it doesn't mean -

- Creating awards for 'awards sake'
- Producing courses that have no clear use to the public
 - Being one dimensional
 - Not planning for the student journey
- Providing poor mentorship and limited support



OUR EMPLOYEES

What it means -

- Clinically competent and experienced
 - Practise what we preach
- Giving responsibility and supporting decisions Two way communication and teamwork
 - Providing and embracing continuous professional development
- Create a balanced working environment of professionalism and fun
 - Rewarding performance
- Commitment to education and loyalty to our brand

What it doesn't mean -

- Taking the easy option
 - Clones
- In-experienced clinically
- Tackling everything alone

HONESTY

What it means -

- Learning from our mistakes and limits
- Listening to our customers and students
- Showing trust and giving empowerment
- Putting 'We' before 'I'
- Sharing success
- Offering straightforward, reliable and consistent training packages
- Being clear about the requirements of our programmes

What it doesn't mean -

- Not listening
- Not re-evaluating decisions
- Second guessing decisions
- Not standing up for what you believe or think

OUR NAME

What it means -

- Pride and passion in what we do and stand for
- Constantly striving to be at the front of clinical education
- The embodiment of our values
- Professionalism and dedication
- Clinically focused
- Our image in the eyes of our students
- Dynamic

What it doesn't mean -

- Arrogance
- Complacency
- Creating a cult-like environment