Royal College of Midwives

# our values & behaviours

A guide to the values and behaviours that underpin how we serve and represent our members.

# our values

**Our values define who we are, how we work and the difference we make for members.**

They guide our decisions, shape collaboration and influence how we represent midwives and maternity support workers across the UK. They set clear expectations for how we behave and how this looks in practice.

This statement outlines the behaviours that underpin our commitment to excellence, collaboration and member focus. It provides a shared framework for everyone at the Royal College of Midwives to act with integrity, communicate clearly and continually improve.

By living these values, we strengthen our collective impact, build trust and ensure members remain at the heart of everything we do.

we are committed to **excellence** through **collaboration** with a **member focus**

## collaboration

### Respecting each other

**How we interact with each other**

We act with integrity, treating others with dignity and compassion.

- We show respect, warmth and understanding for others.
- We are compassionate, supporting others to constructively contribute when this might be difficult.
- We are inclusive; we value each other and our members and strive to eliminate discrimination and bias.
- We listen without expressing judgement and ask questions to understand different perspectives.
- We challenge each other, being civil and constructive to empower others to think and act differently.

### Working together

**How we collaborate to achieve**

We are guided by our mission, working collectively to achieve this.

- We involve the right people, collaborating so that we can build the best solutions.
- We work to build shared understanding through constructive conversations and discussions.
- We coordinate activities, to make sure we are joined up in our approach.
- We recognise that we may have different priorities and constructively manage these by focussing on our members.
- We appreciate that everyone has valuable expertise and has a role to play in helping RCM achieve.
- We work with our members, collaborating and demonstrating solidarity.

## excellence

### Taking responsibility

**How we get things done**

We take ownership for decisions, actions and outcomes.

- We set clear objectives so that we can measure our impact.
- We agree who is accountable for what, defining ‘what’ and ‘when’ and supporting the ‘how’.
- We look ahead, taking the initiative to remove barriers that might get in our way.
- We ask for help when overcoming a barrier on our own isn’t possible.
- We keep the relevant people up to date on the progress we are making.

### Evolving

**How we improve for the future**

We are dynamic and actively look for ways to develop ourselves and the way we do things.

- We ask for feedback and reflect on our performance and impact.
- We find and take opportunities to learn and grow.
- We challenge ourselves to consider how we can maximise our impact.
- We look for ways to continuously improve; to make things easier for ourselves and our members.
- We support others to stretch and develop their capability.

## member focus

### Insight driven

**How we focus on the right things**

We represent our members, keeping them in the middle of the big picture.

- We keep up to date: listening, reading and seeking out information, locally and nationally.
- We share information proactively to help keep others aware of emerging issues.
- We challenge our thinking, checking assumptions to ensure that we understand the truth, and see things through our members eyes
- We are guided by our members and our strategy, using this to help us innovate and prioritise our actions.
- We look for potential solutions, thinking beyond the obvious to find the ones that will deliver the best impact for our members.

### Communicating with impact

**How we build confidence**

We are vibrant, communicating to build clarity and confidence.

- We are transparent and open, communicating simply to create clarity.
- We share stories, use analogies and humour to help others connect to our goals and with our members .
- We strive to take others on our journey, enabling them to help define the destination.
- We celebrate our successes, recognising effort as much as outcome.
- We talk optimistically about our vision and mission and the impact we can have for our by working with our members.