



ACTIVE!VE **NATION**

OUR CULTURAL DNA

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Embedded into our cultural DNA to achieve our mission of persuading the nation to be active are a series of values, beliefs and behaviours that shape the way we do things.

Our Mission:

'To persuade the nation to be active'

Through: physical activity, exercise and sport

Why: because physical activity improves health and well being and reduces the risk of incidence of chronic major disease

How: by encouraging 30 minutes of exercise at least 5 times per week.



OUR VALUES

Enthusiasm:

Our supporters and prospective supporters will be inspired by the energy, enthusiasm and passion we show for our cause; it's difficult to persuade anyone to do anything different unless you do it with ENTHUSIASM. Whether it's for our supporters or our colleagues, results in our charity are achieved by having great conversations showing bags of energy, encouraging others and demonstrating commitment.

Our supporters are most valuable; we want them to persuade their friends and family to join our campaign so our ENTHUSIASM must be infectious.

Proactivity:

By being PROACTIVE we will anticipate needs, find solutions, share feedback, work collaboratively and be open with information. We will always seek improvements.

When we're PROACTIVE we act with urgency and immediacy, we cause change to happen. Getting stuff done quickly, in the moment, is always more satisfying, more productive and impresses colleagues and supporters. There's an organisational PROACTIVITY that drives us to our best; we assess the needs of supporters and our partners, consider the market, and we just love doing new stuff. We see things quickly and get things done immediately.

Responsibility:

Taking RESPONSIBILITY means making decisions, taking action, setting high standards, learning from our mistakes and always doing what we say. We take ownership of our work and proactively look for new and improved ways of doing things, thinking differently challenging convention and being adventurous.

We believe all our people will make the best decision they can at the moment, so we encourage that decision to be taken there and then, rather than it be delayed by referring it to someone else

Because we lead people, taking RESPONSIBILITY also means being a BRILLIANT COACH too. Brilliant Coaches know so much more than just the rules of the game. They know how to communicate and set players up in a way that gets amazing results for the team – and they take responsibility to guide, inspire and empower athletes to realise and develop their full potential. We do the same with our team and supporters, and lead from the front.

OUR BEHAVIOURS

We know our staff are brilliant, supporters often tell us too. But being BRILLIANT in Active Nation means exhibiting the following behaviours towards supporters and each other:

Building Relationships

- Investing time and effort into building strong relationships and partnerships
- Maintaining regular communication
- Encouraging people around me
- Understanding me and the people I interact with
- Being compassionate, empathetic, non-judgemental and attentive.

Demonstrating Integrity

- Treating others fairly and consistently
- Recognising the diversity of others and take account of their views and feelings
- Trusting others
- Providing feedback openly and honestly
- Challenging conventional ways and search for a better way
- Think first, then act

Leading by example

- Inspire and motivate others
- Give direction for others
- Show others how to behave by 'Practicing what you preach'

Love It

- Being energetic, passionate and enthusiastic
- Enjoy what you do as it will rub off onto others
- Have fun

Live the Active Nation Values

- Be enthusiastic, proactive and responsible

Work as a Team

- Together Everyone Achieves More is true for us to achieve our mission
- We are one team
- Everyone in our team has a contribution and is valued

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Active Nation's cause led mission is a challenge; physical inactivity is responsible for 1 in 6 deaths, and costs the NHS nearly £2bn per annum (PHE figures 2018) .

We want to disrupt the epidemic of inactivity and help our team and supporters to be more active, healthier and happier. We'd love to have a conversation with you if this ticks your boxes!

ACTIVE**NATION**

