



BRAND PERSONALITY **OUR BEHAVIOURS**

The behaviours
set out here are built by
and intended for all of us

I demonstrate **FOCUS** by

- Confronting and overcoming challenges.
- Taking ownership of my responsibilities and contributing to the success of England Hockey.
- Being responsible, accountable and determined.
- Setting personal goals and committing to achieve them.

I demonstrate **INSPIRATION** by

- Showing initiative to think of solutions and being confident to share them.
- Being motivational to all around me.
- Challenging and supporting my colleagues to achieve their goals.
- Being dynamic in my work and encouraging others to follow.
- Providing leadership through my actions and decisions.

I demonstrate **INTEGRITY** by

- Doing 'the right thing' even when it isn't easy.
- Being a proud and responsible custodian of the sport.
- Being honest, open and fair.
- Considering how my actions might impact on others.
- Listening and respecting the opinions of others.

I demonstrate **AMBITION** by

- Displaying enthusiasm, energy and drive in all that I do.
- Aiming to succeed and aspiring to achieve more than has been achieved before.
- Helping to make England Hockey a sector leading organisation.
- Striving to be the best and being prepared to go the extra mile.