



# WELCOME TO BBC WORLDWIDE

YOUR GUIDE TO BRINGING OUR VALUES TO LIFE EVERY DAY.



# WHAT WE'RE ABOUT

BBC Worldwide is a company with content at its heart. We invest in, commercialise, market and showcase content from the BBC and the wider UK television industry around the world to build the reach and reputation of the BBC and to champion the best of British television. And now you're here to help us get there. But we don't focus simply on what we do – we also care how we do it.

We have seven values at BBC Worldwide (six of which are shared across the BBC). They represent the expectations we have for ourselves and each other; they guide our day-to-day decisions and the way we behave.

## OUR VALUES AND THE DAY-TO-DAY

### ENTERPRISE – WE'RE PASSIONATE ABOUT PROFIT AND GROWTH

We are driven by results; awareness of the impact of our commercial decisions informs our actions.

### TRUST – WE SAY IT, DO IT AND DELIVER ON OUR PROMISES

We build trust when we deliver on promises we make and are open and honest, demonstrating integrity in all that we do.

### AUDIENCES – CUSTOMERS ARE AT THE HEART OF EVERYTHING WE DO

Within the global marketplace, our audiences/customers/clients/consumers are always at the heart of what we do.

### WE GO THE EXTRA MILE FOR QUALITY

Our quality derives from the world-class expertise we possess and pursue.

### OUR CREATIVITY IS THE FUEL FOR GROWTH

We embrace change and constantly innovate as we strive to apply fresh thinking to all our activity.

### RESPECT – BY UNDERSTANDING OTHERS WE MAXIMISE POTENTIAL

We respect, manage, motivate and develop ourselves and each other so that we can maximise potential, continuously improving performance.

### TEAMWORK – TOGETHER EVERYONE ACHIEVES MORE

By working collaboratively across BBC Worldwide we build effective relationships with one another and get more things done.

# GREAT MANAGERS AND INSPIRING LEADERS

Our people are the BBC. They're diverse, creative, thoughtful, talented and curious, and they need great leadership.

A BBC MANAGER IS A ROLE MODEL FOR ALL OUR VALUES.

THEY MOTIVATE AND INSPIRE THEIR TEAM BY GETTING TO KNOW THEM.  
They understand their people's differences and goals and adapt their leadership style as needed.

THEY SET CLEAR EXPECTATIONS AND REMOVE BARRIERS THAT STAND IN THE WAY.  
They regularly give honest, direct feedback constructively and with courtesy. They recognise and reward good performance fairly and according to the person. They support their teams to improve by tackling issues as they arise. They don't accept or ignore performance or behaviour problems, and they don't pass those issues onto others.

THEY SUPPORT THEIR PEOPLE SO THEY CAN DEVELOP THEIR OWN CAREERS.  
They have regular conversations about career and professional development. They encourage their team to access learning and development, using their own networks to help. They share skills and experience and support people in owning their own career plans.

THEY KNOW HOW TO MOTIVATE, RENEW AND REFRESH OUR GREAT PEOPLE.  
They help people move around the BBC, creating space and opportunities so we can retain and attract the best people.

THEY COMMUNICATE WITH AND LEAD THEIR TEAM.  
They explain their team's role in delivering the vision and strategy and are honest and open about what's going on at the BBC. They make sure their people are up to date with the latest developments in their field. They listen to their team and support them through change.

THEY MAKE SURE THE BBC IS WELL RUN.  
They help keep our policies and processes simple and effective, and make sure their team follows them. They reward their people based not just on what they do but on the way that they do it. They help their team to collaborate and make the most of the time, the space and the kit. They make brave decisions for the long term.