

A silhouette of a woman in a call center, wearing a headset and looking at a computer monitor. The background is a gradient of red and orange. A large, semi-transparent gear graphic is overlaid on the right side of the image.

**OUR MISSION  
AND VALUES**

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## OUR MISSION

*Our aim is simple - to enrich people's lives with programmes and services that inform, educate and entertain by being the most creative organisation in the world. But we don't focus simply on what we do – we also care how we do it.*

## OUR VALUES

We have six values, or standards, which people across the BBC share. They represent the expectations we have for ourselves and each other, they guide our day-to-day decisions and the way we behave.

### *Trust is the foundation of the BBC; we are independent, impartial and honest*

We're truthful and fair in all our dealings. We make decisions based on our values, stick by them and take responsibility for them. We behave with integrity and do what we say we're going to do.

### *Audiences are at the heart of everything we do*

We put audience needs first. We recognise that audiences are not all like us and our friends, so we make sure we know how their needs are changing. And we adapt.

### *We take pride in delivering quality and value for money*

We are demanding of ourselves. We ask for help when we need it and know where we need to up our game. We challenge waste and spend money as if it were our own. We channel our energy into making things better and change or stop things that aren't working.

### *Creativity is the lifeblood of our organisation*

We're brave. We innovate and demonstrate creative ambition, trying new things and embracing new technology. We seek out different perspectives, others' ideas and opinions. We seize opportunities to train ourselves, develop our careers and try new roles.

### *We respect each other and celebrate our diversity*

We respect all our colleagues, whoever they are. We're honest, direct and always courteous. We challenge others' ideas but we respect decisions once made. We are ambassadors for our organisation; we speak out if something is not right and deal with it within the BBC.

### *We are one BBC; great things happen when we work together*

We work across all our teams to create more for audiences, sharing ideas and involving others to improve them. We make connections inside and outside the BBC and learn from the wider industry.

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## 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 training 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.

