

Shaping how we deliver & perform

CANN Group Values & Beliefs



Together *we* CANN



Trust & Accountability

**We deliver
on our promise**

- We instil confidence and trust by demonstrating dependability and reliability.
- We are transparent and honest, demonstrating comfort with saying “I am not sure but I’ll find the answer.”
- We create a climate of trust, we welcome new or different thinking and healthy debate.
- We take action, initiate activity, uphold standards, persist with difficult tasks and challenges, hold each other to account and deliver results.

Effective / Skilled Behaviours

- Instils confidence and trust by regularly delivering on promises.
- Is transparent and honest, demonstrating comfort with saying “I am not sure but I’ll find the answer.”
- Takes action, initiates activity, upholds standards, persists with difficult tasks and challenges.
- Holds self and others to account to deliver results.
- A role model for truthfulness, acts with integrity and decisiveness.
- Sets stretching yet achievable goals.
- Creates a climate of trust, welcomes new or different thinking and healthy debate.
- Treats people fairly when they make a mistake.

Ineffective / Unskilled Behaviours

- Withholds information.
- Micromanages.
- Takes credit for other people’s ideas.
- Acts inappropriately, aggressively or rudely with others either verbally or through actions.
- Undermines people.
- Misses deadlines, is late for meetings, does not take responsibility for work.
- Demonstrates a lack of honesty that undermines trust.
- Treats others inconsistently.
- Focuses on personal gain over company and community interests.



Leading Edge

**We lead
evolutionary and
revolutionary change**

- We understand how research, theories and new concepts relate to future objectives.
- We develop effective new ways of working informed by longer term organisational goals and anticipate emerging new trends.
- We get to the core of issues quickly and identify improvements that are viable.
- We assimilate new knowledge at a fast pace and revolutionise approaches.

Effective / Skilled Behaviours

- Gets to the core of issues quickly and identifies improvements that are viable.
- Takes calculated risks and removes obstacles.
- Assimilates new knowledge at a fast pace and revolutionises approaches.
- Easily adapts to changing circumstances and demands and helps others accept the unknown.
- Generates well-formed ideas that hold potential to provide effective alternative methods of working.
- Demonstrates how research, theories and new concepts relate to future objectives and aims.
- Develops effective new strategies and approaches informed by longer-term organisational goals.
- Anticipates emerging trends

Ineffective / Unskilled Behaviours

- Does not adapt well to new situations or recognise the need for change.
- Does not see the positive in evolving and changing situations, and is unable to move on from setbacks.
- Is indifferent or passive to changing market conditions or service expectations and does not proactively respond.
- Demonstrates a lack of thoughtful assessment in generating ideas and forming new strategies to deliver results.
- Does not make an effort to understand how research, theories and new concepts relate to future objectives and aims.
- Does not anticipate emerging trends.



Community & People

We act in the best interests of our people and community

- We manage our relationships, inside the company and out, in an open, respectful and inclusive way.
- We demonstrate decency, a duty of care and good citizenship towards our people, our research partners, patients, clinicians, stakeholders and the community we serve.
- We take into consideration the different needs of our community and people, we support the medical community with evidence based research and provide ethical leadership in an emerging industry.

Effective / Skilled Behaviours

- Manages relationships, inside the company and out, in an open, respectful and inclusive way.
- Demonstrates decency, duty of care and good citizenship towards our people, our research partners, patients, clinicians, stakeholders and the community we serve.
- Engages appropriate stakeholders to make critical decisions and ensure buy-in and optimal outcomes.
- Takes action to provide high-quality products and services to exceed expectations.
- Strongly encourages teams to work together to achieve consistent, shared goals.
- Models and promotes safety.
- Provides ethical leadership in an emerging industry.

Ineffective / Unskilled Behaviours

- Works alone, does not help others when prompted.
- Does not reach out to networks both inside and outside the company to find solutions.
- Does not demonstrate a duty of care or adhere to safe working behaviour.
- Puts self before community and people.
- Does not make an effort to understand the needs of our people, our research partners, patients, clinicians, stakeholders and the community we serve.
- Indifferent to company and community expectations.
- Does not generate trust and confidence with stakeholders.