**Chapter Care Core Values**

Most companies will have a mission statement, or something similar, briefly outlining what they are trying to achieve. Chapter Care has a mission statement which is –

**“To provide the best quality domiciliary and homecare with our dedicated team of care workers that is second to none in North Devon.”**

However, if the statement is not underpinned by some explanation as to how the company intends to achieve this then very often it just becomes a meaningless tag line.

Chapter Care has identified the core values needed for the company to achieve the above mission statement. They are as follows:-

1. Compassion – Show genuine concern for the welfare of others
2. Honesty – Be honest about your skills, abilities, mistakes. Mistakes lead to improvements
3. Adaptability – Change is the only constant in care. Learn to adapt to changes
4. Person Centred Care – Remember each person has their individual needs, wants and wishes
5. Thoughtfulness – Think what would you do if this were your loved one? How would you like your colleagues to support you?
6. Engaging – Be the person that makes others smile. Draw them in and make each visit a memorable part of their day
7. Respectful – Remember that people are different. Respect those differences and embrace diversity
8. Considerate – Be kind, be helpful and be caring
9. Accepting – Acknowledge that others have a right to be their own person. You do not have like it or agree with it, but you do need to support it
10. Responsible – Make good decisions based on what know is the right thing to do. Take ownership over your actions and accept the results good or bad
11. Empowering – Encourage others to be the best they can be. Give them the confidence, knowledge and means to make their own decisions