

# Our values

## Be balanced, be supportive, be innovative

All teams at the Money Advice Trust are united in their commitment to helping people more effectively by delivering balanced and supportive services to our clients, while aiming to extend our reach and effectiveness in an innovative way.

The Trust values grid below sets out the behavioural expectations we have set to achieve our vision and mission.

Be balanced	Be supportive	Be innovative
Be fair and consistent in decision making and attitude.	Recognise and give positive feedback	Be ahead of the game
Set realistic targets/objectives	Proactively support colleagues	Be flexible
Instil recognition – acknowledge all efforts	Encourage a collaborative working culture	Be unique
Consider all angles and see the bigger picture	Support personal development	Be a market leader
Be non-judgemental	Offer solutions not problems	