

**Planning
Potential**

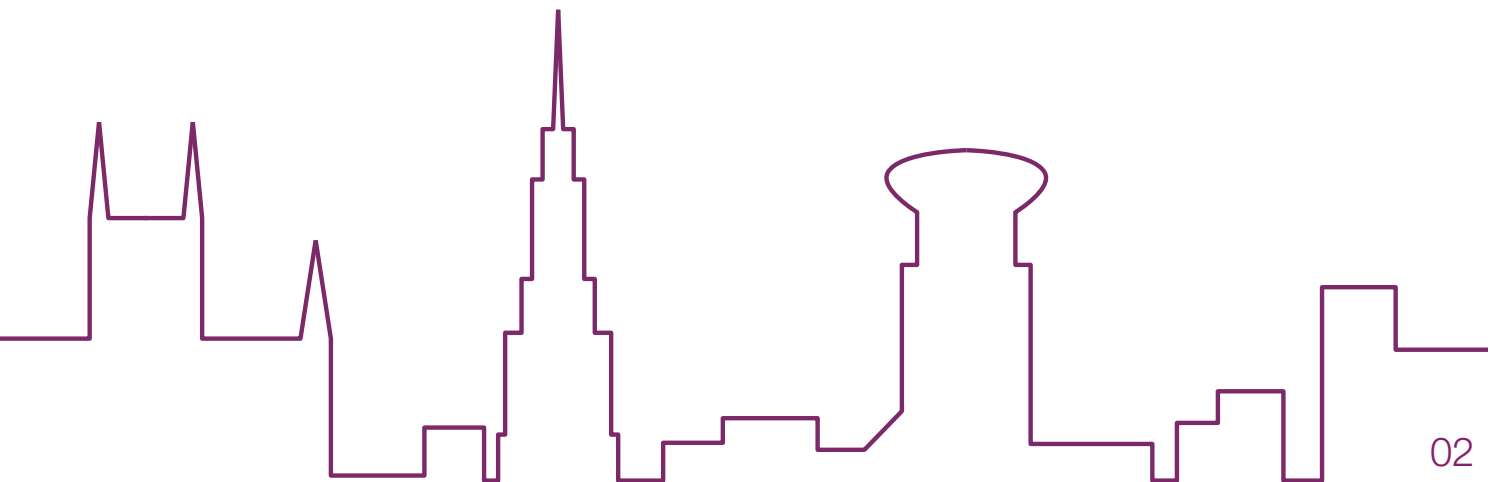
Our Core Values





Our Core Values

- Planning Potential held a team away day in summer 2021 to define our core values.
- This summary sets out our guiding principles as defined by our team.
- We endeavour to live up to these core values in everything we do.





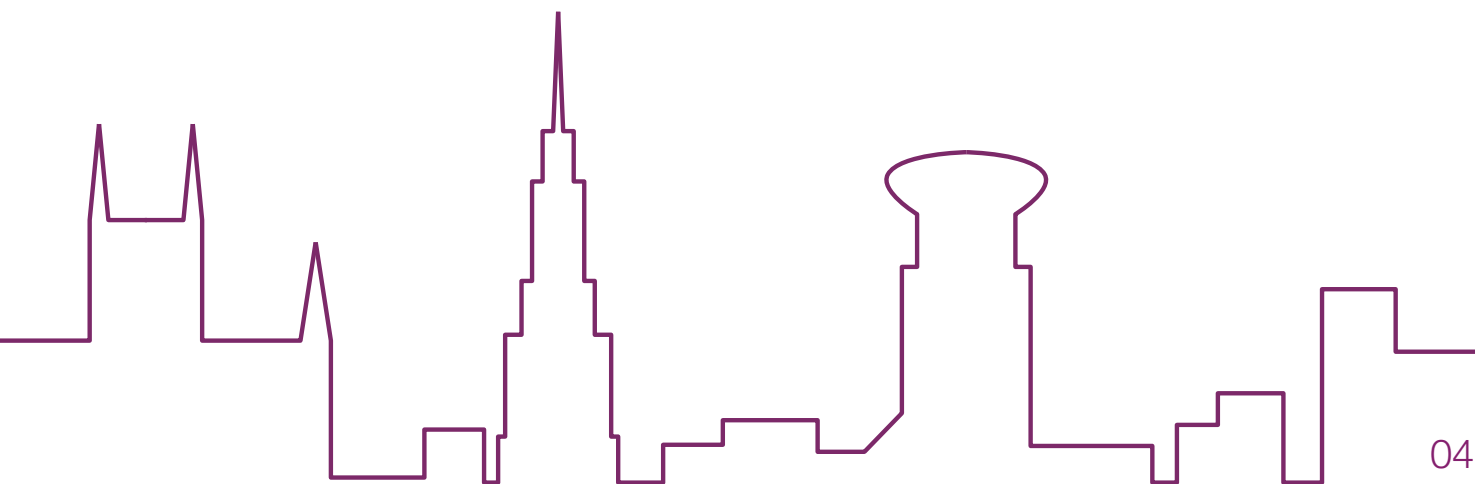
Approachable

Guiding Principle

At Planning Potential, people see us as approachable, good-natured and accessible. We like being friendly, welcoming and ready to listen. We believe this is why clients and colleagues turn to us for help and advice.

We know we are being approachable when...

- We are welcoming and friendly to past, current and new clients, and the wider team.
- We see our clients and colleagues turn to us for help and advice.
- We answer the phone, respond to emails and offer our assistance in a timely manner.
- We enjoy our work.





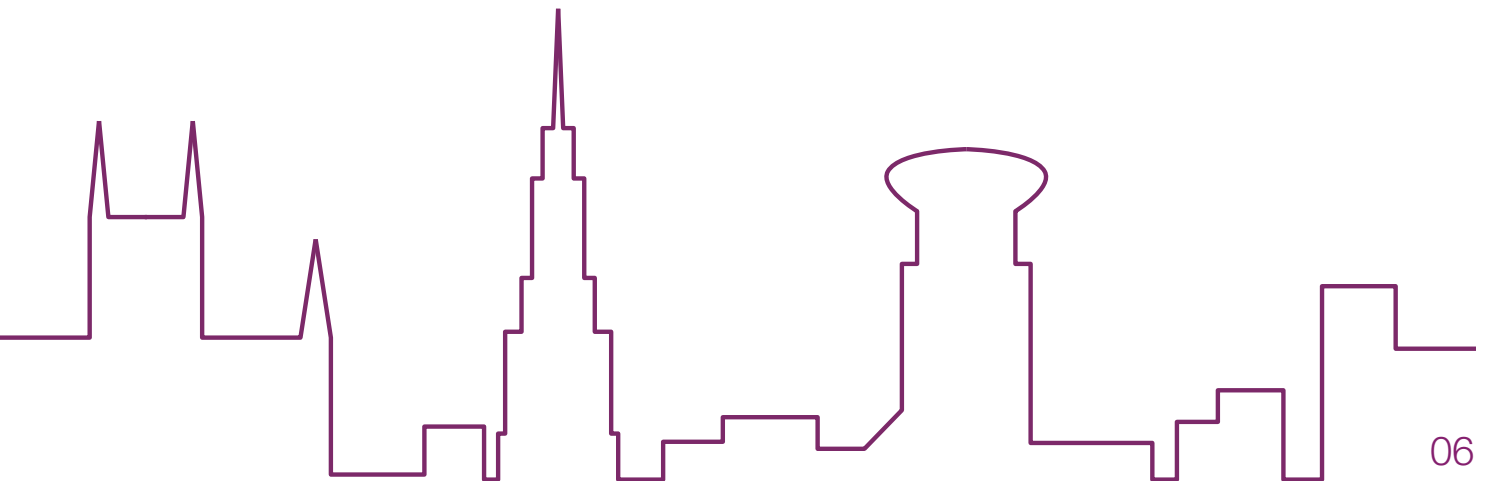
Enthusiastic

Guiding Principle

We pride ourselves on our enthusiasm and positivity. We also focus on getting the job done, striving to exceed expectations and going the extra mile to be helpful. Our enthusiasm and dedication mean we provide unique solutions and the best outcomes.

We know we are being enthusiastic when...

- We deliver to the best outcomes for all stakeholders.
- We are proactive in learning, improving and staying ahead, through our active CPD programme.
- We take pride in every project, showing care when we diligently check a property's history and demonstrating our accountability through the decision-making process.
- We share our enthusiasm about our jobs, roles and our company by writing the weekly articles, sharing stories and celebrating our committee successes.





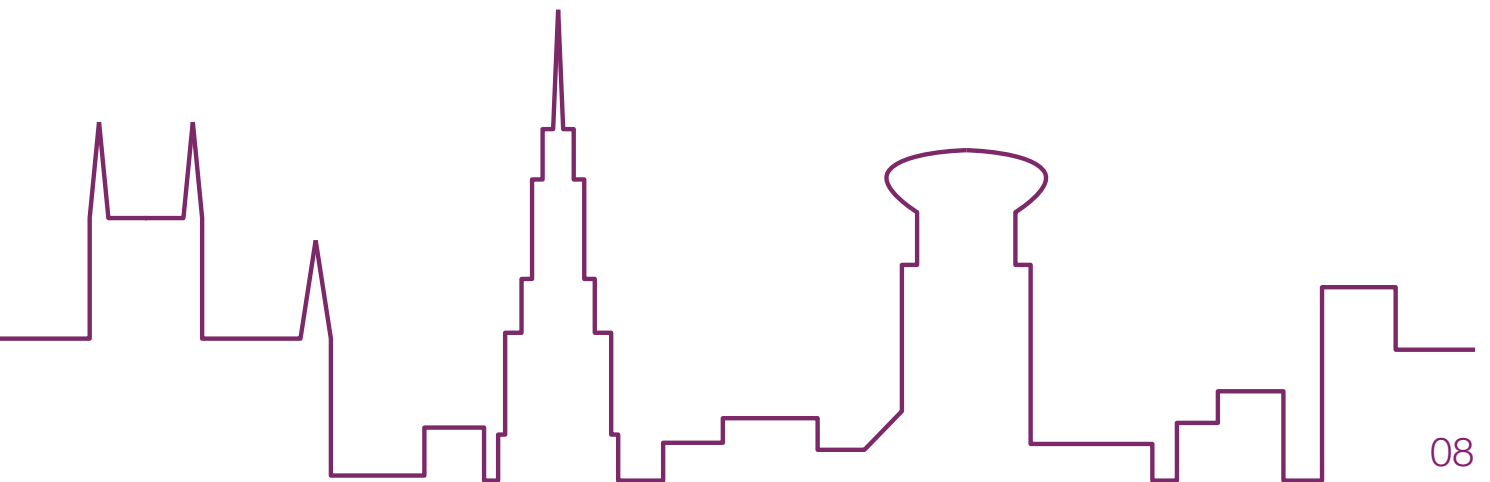
Loyalty

Guiding Principle

The concept of our company as a family is important to us at Planning Potential. We strive to create a nurturing and loyal environment and believe we can achieve more as a team. We show each other respect, openness and honesty.

We know we are honouring the value of loyalty when...

- We put the team vision and goals ahead of our individual vision and goals.
- We support and show respect to one another, by listening and checking-in with those around us.
- We help colleagues learn and grow by listening without judgement, by supporting challenges and by appreciating efforts to leave the comfort zone.
- We show loyalty to our clients in our actions and approach.





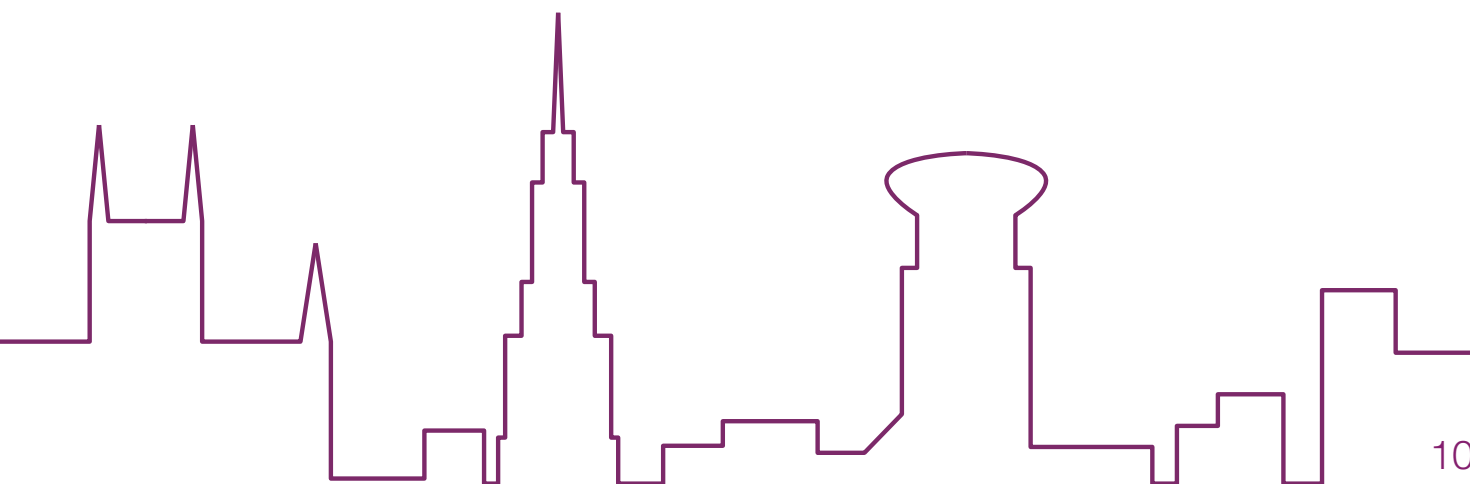
Responsive

Guiding Principle

At Planning Potential, we value our responsive capabilities. We work collaboratively when responding to challenges and provide an effective, efficient and professional service to our clients.

We know we are being responsive when...

- We recognise and utilise our individual skill sets and personal strengths
- We respond to clients' needs in a timely manner
- We manage the team's resources successfully to achieve effective results





www.planningpotential.co.uk



Planning Potential

Magdalen House
136-148 Tooley Street
London SE1 2TU
T: +44 (0) 20 7397 5212
info@planningpotential.co.uk

Suite 19, 1 Cardale Park,
Beckwith Head Road,
Harrogate HG3 1RY
T: +44 (0) 1432 502 115
info@planningpotential.co.uk

13-14 Orchard Street
Bristol
BS1 5EH
T: +44 (0) 117 214 1820
info@planningpotential.co.uk