



OUR VALUES AND BEHAVIOURS

CBC  Radio-Canada

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Our values are at the core of how we work. They are at the heart of our strategic plan, *Your Stories, Taken to Heart*. And, they are ingrained in our [Code of Conduct](#).

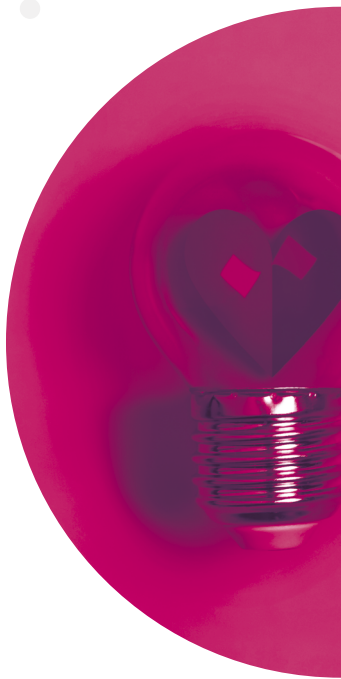
Our values underpin the culture that we need to both represent and reflect Canada, and to fulfill our mandate: they set us apart from our competitors; they strengthen our value proposition to employees; they are the cornerstone of our organizational policies and practices. When we're not sure what to do at any given moment, our values should guide us.

Workplaces thrive when they have shared language and shared behaviours. Together, these give shape to what's expected, encouraged, recognized and rewarded. And, in so doing, they reduce the risk of inappropriate behaviour -- practices, actions or attitudes that are contrary to our purpose as Canada's public broadcaster. Ultimately, our values should guide our actions, as well as our strategic and operational decisions.

We have four values at CBC/Radio-Canada. They should guide us in everything we do. And, the corresponding behaviours represent what we should expect from one another every day.

More than professing them, we have to embody them — to walk our talk, and take care that our intentions and our actions are aligned so that we can deliver on our promise to Canadians. Our values also stand as our promise to each other in creating a culture that values everyone and their individual contribution to the work we do every day.





CREATIVITY

We are curious and driven to create.

Themes

- Upholding freedom of expression, while seeking to understand others, particularly those with different points of view
- Curiosity, and having time and permission to think and pursue new ideas
- Defying convention and improving continuously

Behaviours

- I challenge the status quo and take the time and risks necessary to innovate and be creative
- I commit to trying my best, and learning from mine and others' experiences and mistakes
- I always seek out, develop and promote new ideas, talents and inclusive relationships



INCLUSIVENESS

We are stronger together.

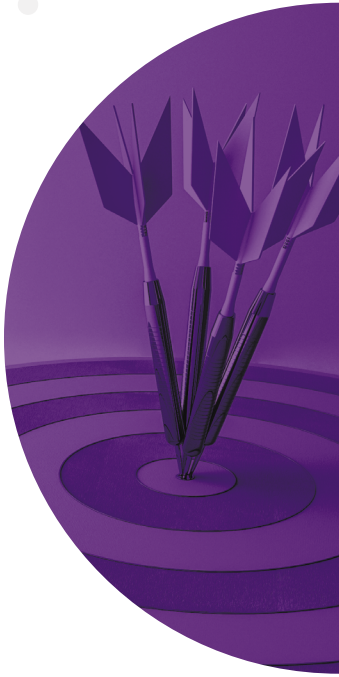
Themes

- Promoting allyship by being open to and supportive of people's unique identities and whole selves
- Reflecting diversity in our workplace and content
- Including everyone's voices and ideas

Behaviours

- I openly invite and welcome others for who they are and for the value they bring
- I actively contribute to the creation of a safe, positive and collaborative work environment
- Where I may see things differently than others, I engage with them respectfully and value their unique identity and perspective





RELEVANCE

We have a passion for our purpose.

Themes

- Innovating
- Reflecting Canada and actively supporting people from underrepresented groups
- Being curious about and engaging with our colleagues and audiences

Behaviours

- Recognizing, respecting and appreciating unique identities and perspectives, I listen to and learn from the people I work with and from the audiences we serve
- I actively contribute to accomplishing our shared goals
- I take responsibility for the experiences of our audiences/partners/clients and colleagues



INTEGRITY

We stand up for what's right.

Themes

- Being authentic
- Doing what you say
- Doing the right thing

Behaviours

- I act with courage and conviction in trying to do the right thing, even when it's uncomfortable
- I have honest conversations with people, even when it may be difficult to do so
- I take ownership of my work, my successes and my mistakes

