

Values – defining who we are and how we deliver for our members, patients, customers, the public and other stakeholders

Customer focus

- We provide high-quality services
- We put the professional and business needs of our members first, so that they in turn can put the needs of their patients, customers and the public first
- We work actively with others for the benefit of all
- We encourage and act upon feedback – challenge to the status quo is welcomed

Respect

- We respect other people and demonstrate this in all our dealings internally and externally
- We speak positively and supportively about Optical Confederation members, partners and stakeholders
- We put aside egos to pursue common goals
- We welcome the views of others irrespective of their diverse backgrounds, experience, styles, approaches and ideas

Integrity, honesty and responsibility

- We are honest, fair, open and transparent in everything we do
- We are consistent in our actions, values, methods, measures, principles and expectations
- We accept responsibility for our own actions and results

Professionalism

- We encourage all members of the “optical family” to fulfil their potential
- We are positive and outward-looking in all that we do
- We value and protect the optical sector’s reputation and heritage but are not hidebound by the past
- We show pride in who we are and what we do

- We recognise and learn from our mistakes

Efficiency and continuous improvement

- We recognise that the funds we spend are levied from those we support on the clinical, retail, manufacturing, supply and distribution front-lines and relentlessly pursue efficiencies
- We are committed to our own development as an effective confederation and valued partner with others to achieve our aims

Optical Confederation

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