

WWF-Australia I-KODE Values

Value	Tone of Voice	Behavioural Descriptors
Acts with Integrity		<ul style="list-style-type: none"> • Acts consistently , constructively and ethically, in accordance with WWF protocols and standards • Reliable, consistently does what they say they will do • Treats others fairly • Takes responsibility for own actions • Demonstrates self-awareness, manages own emotional response, and is aware of the impact of own behaviour on others
Knowledgeable	Science & facts based, wise, smart, intelligent, expert	<ul style="list-style-type: none"> • Develops and shares knowledge • Applies facts, logic and professional knowledge in their work • Stays informed about current developments and trends in areas relevant to their work
Optimistic	Inspiring, positive, ambitious, successful	<ul style="list-style-type: none"> • Displays positivity and confidence at work • Is supportive and encouraging of the efforts of colleagues • Displays resilience in times of pressure • Embraces challenges and is enthusiastic in supporting WWF's work
Determined	Passionate, urgent, results-oriented	<ul style="list-style-type: none"> • Demonstrates perseverance and commitment to WWF's work • Enthusiastically pursues agreed objectives within agreed timelines • Seeks solutions to problems, develops alternative approaches and overcomes challenges to achieve desired results
Engaging	Open, available, accessible	<ul style="list-style-type: none"> • Listens, asks and answers questions and shows understanding • Is approachable, responsive, and communicates availability • Builds rapport and cooperative relationships • Understands and respects individual, social and cultural differences