

# THE PHYSIO FIRST CULTURE

## Doing Business through Relationships – through respect, no blame, good communication, structure and planning

### Respect

Total respect for each individual who volunteers and/or is employed by Physio First by behaving with integrity and in a way that:

- Helps all feel valued
- Demonstrates respect, even if in dispute with them
- Empowers
- Makes it easy to identify, declare, communicate about and then manage any personal interests e.g. self-promotion or promotion of anything in which an individual has an interest that could conflict with the interests of Physio First

### No Blame

We operate a **no blame** Culture, which means that we try to demonstrate trust\* and accept that if anyone makes a mistake:

- Internally we **feel** very comfortable to communicate our mistake as soon as it has happened as we can expect everyone in Physio First to respond by rushing to help and **not** to blame
- Externally we **hope** that they or we would feel the same.

\* There are two aspects to “trust” i.e. 1) trust in honesty 2) trust in competence. When using the word “trust” one has to be precise as to which meaning is intended.’ In this instance, the use of the word “trust” throughout Physio First’s explanation of our culture refers to both meanings.

### Communication

Physio First as a group of people understand:

- The value of excellent communication
- That relationships are founded on integrity, trust\* and good communication and that the better the communication the better the relationship
- The importance to always strive to:
  - Provide and seek both **clarity** and **context** all of the time
  - Listen – really proactively listen!
  - Look at the proposition from the other persons position – also a measure of respect
  - Reassure that there is no such thing as a stupid question and that each meeting is a safe place
  - Provide complete openness and demonstrable trust\*
  - Meet deadlines whether self-imposed or agreed
  - Encourage energy through optimism and discourage pessimism (e.g. long faces, complaints without suggested solutions, criticism without balanced affirmation).

### Structure

We hold the 3 structural elements to any organisation in equal importance i.e. **Operational (Blue)**, **Support Services (Red)** and **Strategic (Black)**:

<p><b>Operational (Blue)</b> That aspect which for commercial organisations brings in the money but which in Physio First (Trade Association) terms is our Educational Courses, Journal, Conference, Member Benefits, Advice and Support.</p>	<p><b>Strategic (Black)</b> The need to take time to “think” rather than “do” and to plan where we are going and to monitor our progress on a regular basis by reference to our Business Plan</p>	<p><b>Support Services (Red)</b> From Office procedures, to rules about meetings, to Job Profiles to Peer Reviews, Appraisals and Accounts</p>
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### Planning

Detailed planning of whatever we do is the way that we do it, as we know that planning reduces risk, which reduces frustration, which reduces misunderstandings, which reduces conflict, which, combined with **respect, no blame, communication** and **structure** makes for better relationships.