

WHAT WE VALUE AT CRANFIELD: GUIDING FRAMEWORK

Ambition

We aim high. We do all we can to achieve excellence.



Impact

We change people's lives. We make the world a better place.



Respect

We value everyone's expertise. We support each other.



Community

We build and cherish our Cranfield community. We embrace diversity.



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AMBITION - We aim high. We do all we can to achieve excellence.

Behaviours that help us to be ambitious	For example...
<ul style="list-style-type: none"> We look for opportunities to innovate 	<p><i>“Masterships are the sort of thing that come along every so often. We knew quite quickly that this was a fantastic opportunity, both for us and our clients.”</i></p> <p><i>“Where else can I bring new ideas to fruition that are backed by such a powerful brand?”</i></p> <p><i>“Building cutting-edge facilities like AIRC, DARTeC and Agri-informatics are real examples of how our ambition manifests itself.”</i></p>
<ul style="list-style-type: none"> We challenge ourselves to do our best work and to inspire others 	<p><i>“There’s a can-do attitude that shines through that we mustn’t lose or diminish.”</i></p> <p><i>“We have solution-driven conversations to help coach each other - not tell each other - on what to do.”</i></p> <p><i>“I went to a business development weekend organised by the Bettany Centre. The support was really good and I learned about things like IP and funding. Lots of universities don’t do this sort of thing – it’s really special here.”</i></p> <p><i>“Cranfield has high standards and encourages people from all over the world to challenge the status quo and make ‘impossible’ things seem possible.”</i></p> <p><i>“I was talking to the WAAM team about a 3D printing project. They told me – ‘We’ll do it somehow, we’ll make it work.’”</i></p>
<ul style="list-style-type: none"> We reward and celebrate success 	<p><i>“My manager makes me feel like I matter and that my contribution is recognised and valued.”</i></p> <p><i>“When we achieve our targets, it’s cakes and cups of tea all round – it’s the small things that count.”</i></p> <p><i>“When I see the banners celebrating our Queen’s Anniversary Prize awards in the Vincent Building, it makes me feel proud.”</i></p> <p><i>“Last year I was given a recognition payment for the amount of work I had done – it was completely unexpected!”</i></p> <p><i>“I regularly praise members of my team when they do a good job and tell them how much I appreciate them.”</i></p>
<ul style="list-style-type: none"> We learn from our mistakes 	<p><i>“After every event I’m involved in, I reflect and then implement changes for next year.”</i></p> <p><i>“To innovate, we have to take risks. Not everything will work, but the key is to learn from what you do.”</i></p>

IMPACT – We change people’s lives. We make the world a better place.

Behaviours that help us to make an impact	For example...
<ul style="list-style-type: none"> We each play our part in making a difference 	<p><i>“It was humbling to win the Student Choice Award for my support and delivery of training for students. I wanted them to leave Cranfield knowing that help was available to them if they needed it. For them to recognise me for that – wow!”</i></p> <p><i>“We have worked together to make the nano membrane toilet one of the ‘50 ideas to change the world’.”</i></p> <p><i>“Everybody makes a contribution and that includes the members of the campus services team who provide the tea and coffee for our meetings.”</i></p> <p><i>“The things our team do make a real difference, like enhancing the way learning content is delivered to give our students the best opportunity to succeed.”</i></p> <p><i>“At the heart of my actions are the students and future students who will go on to impact many lives.”</i></p>
<ul style="list-style-type: none"> We find better ways to do things and make it happen 	<p><i>“I was the first lecturer to teach a customised programme in Arabic at Cranfield. It was challenging, but allowed me to respond to what our customers really wanted.”</i></p> <p><i>“The new online P&DR system means we have much richer conversations to help my team develop.”</i></p> <p><i>“I introduced the monthly ‘open doors staff tours’ as a way of showing off our facilities to staff and helping to bring the associated research to life – they’re always fully booked.”</i></p> <p><i>“We got rid of all single-use plastics in our catering facilities.”</i></p>
<ul style="list-style-type: none"> We achieve much more when we work across boundaries 	<p><i>“We are working with colleagues across the themes to deliver a project we couldn’t have done by ourselves.”</i></p> <p><i>“SAFAD is a charity for our students in all disciplines across the University to work in local communities and alleviate poverty in places like Ghana, India and South America.”</i></p> <p><i>“I was approached by a different department to work on a project together, which has been a great success.”</i></p> <p><i>“My team introduced the annual doctoral conference to promote cross-University collaboration among PhD students and staff. We invited alumni to join too.”</i></p>

<ul style="list-style-type: none"> We deliver practical outcomes by working hand-in-hand with our partners 	<p><i>“The work I do is very close to industry. It’s not just academic work that is read and cited, it’s the kind of work that’s going to impact industry tomorrow, because that’s what we do - we transform knowledge into something directly useful.”</i></p>
	<p><i>“I chaired the National Manufacturing Debate and the support I received was the best I’d ever experienced as an external speaker.”</i></p>
	<p><i>“I was really impressed by the concept of having all the students in the same class working on a real project in co-operation with industry. The level reached by the students, and especially the depth and scope of their studies, was absolutely outstanding. I have never seen this before in any other university in the world.”</i></p>

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RESPECT – We value everyone’s expertise. We support each other.

Behaviours that mean we respect and support each other	For example...
<ul style="list-style-type: none"> We trust each other and work well together to achieve our goals 	<p><i>“I believe in autonomy and encourage my senior managers to create this within their teams, to do activities that build on this and to allow for independent working where it is desired.”</i></p> <p><i>“When developing a new course, we seek feedback from each other to make sure the content always conveys the aim of the course.”</i></p> <p><i>“In my team, we all have each other’s backs and trust each other.”</i></p>
<ul style="list-style-type: none"> We are flexible in the way we think and work 	<p><i>“I can be creative, manage my own workload and be responsible for my own career. All of this while having a good work/life balance.”</i></p> <p><i>“My PhD supervisor trusts me to come in whenever I want, as long as I deliver the work.”</i></p> <p><i>“I’m given the opportunity to innovate – that’s a very precious freedom.”</i></p> <p><i>“Senate meeting times were moved to the middle of the day to accommodate those who had childcare responsibilities.”</i></p> <p><i>“For alumni events, it’s very much all hands on deck - regardless of role.”</i></p> <p><i>“Cranfield has been flexible with me, so I’m flexible back. I’m always happy to swap days or work longer in response to my workload and the team’s needs.”</i></p>
<ul style="list-style-type: none"> We take time to listen and learn from each other and actively encourage different perspectives 	<p><i>“I completely trust in my line manager and know that any comments about my weaknesses are for my benefit and are as a result of his desire for me to progress.”</i></p> <p><i>“As a team, we discuss different approaches to a piece of work so that we can decide together which is the best one to take.”</i></p> <p><i>“During our regular team meeting, we always encourage colleagues to share knowledge or demonstrate something they have done which will be of benefit to others.”</i></p>

<ul style="list-style-type: none"> We care about everyone's wellbeing 	<i>"I encourage my team to have walking meetings and to drag me out too!"</i>
	<i>"I noticed one of my team was under a lot of pressure. I took her for a coffee and we worked together to agree the best way to support her."</i>
	<i>"I'm loyal to Cranfield because people have supported me in tough times."</i>
	<i>"During our group project, our supervisor was continually checking in on us to make sure we were all OK. He even organised a pizza party to make sure we were eating!"</i>
	<i>"We always try to fit in a run – even if this means going at an odd time of day and taking a shorter lunch break."</i>
	<i>"I'm involved in the University's new wellbeing working group which has both staff and student representation."</i>

COMMUNITY – We build and cherish our Cranfield community. We embrace diversity.

Behaviours that help us to build our community	For example...
<ul style="list-style-type: none"> We value diversity and seek ways to increase it 	<p><i>“My work is enhanced by the diversity of the people I work with and teach.”</i></p> <p><i>“My team is very international. It’s the consequence of always trying to find the best talent from everywhere in the world.”</i></p> <p><i>“It is so important to have people from different backgrounds. Different ways of thinking contribute to solving problems in so many different ways.”</i></p> <p><i>“We organised training for the UNO bus drivers so that they appreciate the diversity of our staff and students.”</i></p> <p><i>“When I recruited for a role in my team, I challenged the shortlist as it wasn’t diverse enough.”</i></p> <p><i>“We have a chapel, mosque and prayer rooms all on the one campus – from my experience, that’s quite unusual for a University.”</i></p>
<ul style="list-style-type: none"> We provide opportunities for everyone to develop and flourish 	<p><i>“Our students go off and do great things and it’s amazing to have played a part in that.”</i></p> <p><i>“I have a chance to give other people an opportunity to grow.”</i></p> <p><i>“I mentor early-career researchers and support them in writing quality papers to boost our REF submission.”</i></p> <p><i>“There are opportunities outside my job description. I’m encouraged to pursue them by my manager.”</i></p>
<ul style="list-style-type: none"> We build team spirit in our individual teams and across the University 	<p><i>“I always volunteer to help out at events like Welcome Week and graduation. I find it a great way to get to know others from outside of my team.”</i></p> <p><i>“In Campus Services, we offer a ‘have a go’ scheme, allowing team members to understand other roles better.”</i></p> <p><i>“Even before they arrive, student ambassadors get to know each other and are made to feel part of the Cranfield family.”</i></p> <p><i>“My supervisor is really good at bringing us together regularly as a team of PhDs. We present our work to each another as a way of learning from one another and look for</i></p>

	<p><i>opportunities to collaborate. It's a great way to help support our personal development."</i></p>
	<p><i>"We have a 'sweet jar of success' and all the team is encouraged to fill the jar with words of encouragement and celebrate achievements. We then share these at our monthly meetings."</i></p>
	<p><i>"It's the people I work with, the camaraderie and the relationships I have built that make me feel part of the Cranfield family."</i></p>
	<p><i>"As a team, we spend time working on our team vision and culture so we can all grow and perform."</i></p>
<ul style="list-style-type: none"> • We nurture collaborative relationships with students, partners and alumni 	<p><i>"Cranfield's technical know-how and depth of understanding is impressive. It's their translation of science that is so beneficial for us at Severn Trent."</i></p>
	<p><i>"We regularly invite industrial partners to visit the Cranfield campus and to meet staff."</i></p>
	<p><i>"It's great to see alumni come back to the Careers Fair to recruit Cranfield students."</i></p>
	<p><i>"Unilever approached us to run an innovative ice cream competition, asking for our students' ideas to develop the next generation of products."</i></p>
	<p><i>"We have got a solid and long-term partnership with Cranfield. Together we have created a networked environment where we can actually showcase and share the best of learning that BAE Systems has."</i></p>