Staff Values & Behaviours – Explaining Examples

Introduction

Within the application form, there are questions asking you to provide examples showing that you can demonstrate a selection of behaviours within North Ayrshire Council’s staff values.

For further information about the Staff Values and behaviours, see the document ‘An Introduction to North Ayrshire Council’s Staff Values and Behaviours’.

How do I prove that I am capable of showing these Values and Behaviours by filling in a form?

There will be one question within the application form specifically relating to the Values and Behaviours. These are worded as follows:

*Our Values of Focus, Passion and Inspiration are at the heart of everything we do and how we do it. Having considered our Values and their associated behaviours, provide an example of how you demonstrate these.*

When completing these sections of the application form, you are asked to describe a particular situation from the past where you displayed the Values and behaviours. By describing what you did, how you did it, why you did it and the affect this had you show the Recruiting Manager who will be assessing your application form that you understand what is required and that you are capable of doing it.

Some notes on demonstrating the Values and behaviours:

- Aim to demonstrate all of the Values and behaviours required for the role as noted in the Role Profile.
- Your answer should not simply list the behaviours that sits under each Value. Try and think of a strong example, where you previously demonstrated as many of the behaviours as possible.

Note that for each Value question, a maximum 4000 characters is permitted. Exceeding the 4000 character limit may impact on the score allocated.
What kinds of situations can be used as examples?

You will be asked for an example that incorporates all three Staff Values, i.e. Focus, Passion and Inspiration, in your application form.

Any kinds of situations can be used as examples – from your current work, previous work, or situations from your personal life. Fairly recent examples tend to be the best ones to use – as they are more recent they are usually easier to explain.

To decide on an example situation that is suitable to use, read through the explanation of the Values, what they mean and the behaviours that demonstrate them. Then, think about situations that you have been in that match what is required. Then, consider if the situation you are considering covers all of the areas mentioned, or whether another situation / example would be better.

How do I explain the example?

When you are describing the situation you are using as an example, consider the information that the Recruiting Manager reviewing your application will need. There are three areas to include in your explanation:

1. Describe the situation
   Firstly the Recruiting Manager needs to know what the situation was when you carried out the relevant activities, i.e. you need to set the scene.
   The Recruiting Manager should be able, at a glance, to place the activities in a particular setting and to know what was expected of you. Keep this part brief and to the point – it is only to set the scene and doesn’t actually explain what you did, which is more important.

2. Describe what you did
   Now we come to the most important part of your statement. You will get most credit for the description of what you did. The Recruiting Manager will only look for activities and behaviours that demonstrate the Values. Avoid describing activities that are not relevant. Information relating to what others did is not appropriate as the Recruiting Manager will be looking for your actions, although you should describe how your actions affected other relevant people such as other team members, customers, etc where this will reinforce the evidence for the effectiveness of your actions. You should use your own words: simply repeating the description of the values and behaviours will not suffice.

3. Describe the outcome
   At the end of the statement you will need to explain what the outcomes of your actions were and why they were successful. If it wasn’t as successful as it could have been, explain what you could have done to make it more so.
   Again, though, you should keep your descriptions of the outcome brief. The assessment of your example will focus on what you did and how and why you did it, not for what happened as a result, although the assessor still needs to know this. In other words you need to show what led to the particular outcome and what your part in it was.
Summary

1. Briefly describe the setting and what was expected of you;
2. Say what you did – not what others did;
3. Describe the outcome and impact of your actions on others and on the situation;
4. Say how you could have improved on what you did;
5. Give evidence for all or at least most of the description of the Values and behaviours;
6. Do not spend time and space describing activities that are not relevant to the Values and behaviours.

What do I put in the Additional Information section of the Application Form to tell you why I am the best person for the job?

You can use the additional information section of the application form in a number of ways:

- Reinforce how you demonstrate the Staff Values and behaviours – although you shouldn’t repeat information already provided in relation to these, you can put additional examples or information within this section to support them.

- Information about skills and abilities – the Role Profile for the post may detail skills and abilities required for the post, that you feel you have not yet provided information on. If this is the case, provide information within the additional information section. Explain what additional skills and abilities you have and provide examples that demonstrate these.

- Any other information that is relevant to the post – you can also provide any other information that isn’t already detailed elsewhere, that you feel is relevant to the post.