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Word Smith's Mission and Values

Mission Statement

Our mission is to ensure that all training or developmental activity we undertake will have a positive impact on the future performance of our client organisations. We will design and deliver inspiring training which motivates people to achieve their full potential, and as a result help our clients to achieve their corporate/organisational goals.

We will work with our clients to ensure that the courses and materials we provide are designed or adapted to achieve their specific desired learning and workplace outcomes. We recognise the importance of using an appropriate blend of training approaches and of taking into consideration the diverse range of preferred individual learning styles that will exist within any group of learners.

We undertake to constantly improve our programme content, delivery methods and skills through regular research, feedback and evaluation.

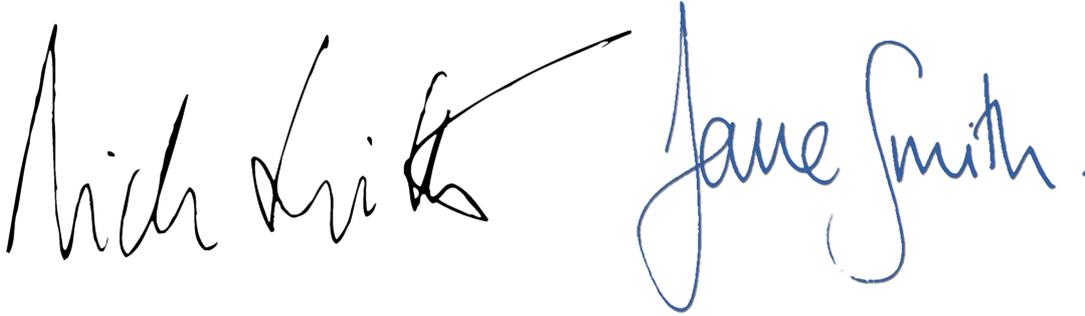
Wherever possible, we will be flexible and responsive to changing business requirements.

Values and ethics

- Four key values guide our approach to learning design and training delivery:
 - We are all learners. Being able to put oneself in learners' shoes and see things from their point of view is a prerequisite of effective learning design and delivery.
 - People are individuals. The starting point is to understand learners and think about them as individuals, even when they are part of a group. By building on what they already know and working from the known to the unknown, we maximise their opportunities for effective learning.
 - Motivation leads to improved performance. This belief emphasises the need for regular effective feedback and positive reinforcement. What's also important is the fact that effective learning is not perceived as an end in itself, but as a powerful tool for achieving business success.
 - Learning is an active process. Although it may seem obvious, every process and each activity in a training event or programme must be designed so that people can learn. It's therefore vital to get people involved, make them think, gain their commitment and encourage them to take responsibility for their own learning.
- We listen carefully, are responsive and establish a fair partnership.
- Our courses, programmes and products are always designed to achieve specific, stated objectives.
- We believe that learners must be at the heart of any training or development programme and that their individual needs and learning styles must always be taken into consideration.

- We are creative and innovative.
- We make considered commitments – and then do what we say we will do.
- We are clear and direct in our communication, both with clients and within the team.
- All of our actions are based on honesty and integrity.

Both Word Smiths partners are responsible for implementing and monitoring this policy.



Handwritten signatures of Nick Smith and Jane Smith in blue ink.

Date (latest revision):
12 January 2016