

# CAPP's VALUES

## Apply Positive Psychology

### Team Principles

We bring positive psychology to life through the way that we work together

### Client Principles

We translate positive psychological principles into tangible interventions

### Community

We share our knowledge and expertise widely so that others can benefit

## Make Relationships Vital

### Community

We embrace diversity and learn from the strengths of the communities we work with

### Team Principles

We foster a culture of friendship, respect for difference and a large safety net

### Client Principles

We care. Our clients matter which is why we build genuine relationships that last

## Think on Fire

### Team Principles

We create space for creativity, challenging each other constructively in order to develop exceptional solutions

### Client Principles

We are all about innovative thinking, creating cutting edge solutions that exceed expectations

### Community

We eagerly seek opportunities to apply our expertise in the wider world

## Enable Others

### **Community**

We empower the communities we work with and provide support to enable them to realise their potential

### **Team Principles**

We boost each other's capability to grow our strengths and visions

### **Client Principles**

We leave our client's stronger through working in partnership, sharing our expertise and enabling them to make a difference

## See the Big Picture

### **Team Principles**

CAPP's minds are open and backs are broad. We actively embrace new ideas and take on new challenges which keep us healthy and engaged

### **Client Principles**

We always think big. We draw from a range of disciplines to support organisational development throughout the whole employee life cycle

### **Community**

We invest our profits in our work with The Strengths Project

## Expect Surprises

### **Community**

We expect the unexpected by helping people and communities to understand and realise their strengths

### **Team Principles**

At CAPP we don't do dull. We juggle demands at pace with agility and flexibility

### **Client Principles**

We expect to be kept on our toes by our clients and adapt ourselves to meet changing demands and market shifts

## CAPP Guarantee

### **Team Principles**

We encourage each other to achieve excellence and celebrate each other's achievements

### **Client Principles**

We don't do half measures, we guarantee CAPP quality every time

### **Community**

We give the same time, effort and resources to our work with The Strengths Project

CAPP  
Strengthening the World