00:00:05:07 - 00:00:07:07

The core values of care are

00:00:07:07 - 00:00:11:05

at the core of what we do when we developed

those 30 years ago when we started.

00:00:11:05 - 00:00:17:05

They haven't changed: privacy,

dignity, fulfilment, equality.

00:00:17:05 - 00:00:18:20

But they don't matter.

00:00:18:20 - 00:00:21:19

They're written down. You go through

them and then you live them.

00:00:21:19 - 00:00:23:20

Then it's what you do every day.

00:00:23:20 - 00:00:25:15

It's the way you treat each other.

00:00:25:15 - 00:00:28:12

It's being treated in the way

you'd like to be treated.

00:00:28:12 - 00:00:32:09

The motto is for me,

if I wouldn't send a person

00:00:32:09 - 00:00:35:10

that I employ to my parents,

then I wouldn't employ them.

00:00:35:10 - 00:00:37:14

So I look for that in those people.

00:00:37:14 - 00:00:39:07

Otherwise, you know.

00:00:39:07 - 00:00:41:07

Everyone also has strengths, though.

00:00:41:07 - 00:00:44:07

We don't always need to be robots

and all the same.

00:00:44:07 - 00:00:48:07

And it's about really understanding

what the strengths are of that person

00:00:48:07 - 00:00:52:08

and how they'll complement

the person that they go into.

00:00:52:08 - 00:00:55:01

You have to have difficult

conversations in this business.

00:00:55:01 - 00:00:57:20

There are difficult conversations to be had and

00:00:57:20 - 00:01:01:15

where you have different cultures

and you're treating people equally.

00:01:01:15 - 00:01:05:15

You treat people equally but differently

because they're individuals

00:01:05:15 - 00:01:08:12

and that's the respect

that you have for them.

00:01:08:12 - 00:01:12:08

But when, you know,

there are tensions there,

00:01:12:08 - 00:01:15:12

it's just by communicating,

understanding both sides,

00:01:15:12 - 00:01:20:13

by being firm that everyone is individual

and everyone deserves the same respect.

00:01:20:13 - 00:01:22:14

I think it's a beauty of having a service

00:01:22:14 - 00:01:26:12

this size is that everyone does

know every person is a person.

00:01:26:12 - 00:01:28:07

They're not a name.

00:01:28:07 - 00:01:33:13

And I think that's really different

and that's staff as well as clients.

00:01:33:13 - 00:01:36:09

We're always looking for the right person.

00:01:36:09 - 00:01:38:07

We don't look for a job to fill.

00:01:38:07 - 00:01:40:14

We look for the right person

that we want working for us.

00:01:40:14 - 00:01:42:20

So that's when that person

comes through the door.