


Accellier



People who work with us - clients and team alike - they know there's something different going on around here.

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This presentation is our attempt to capture and distill that ‘essence.’

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A decorative diagonal bar in the top-left corner of the slide, transitioning from a dark blue color to a lighter purple color.

We think it has a lot to do with our people  
- affectionately known as ‘Acceliers.’


The Accellier logo, featuring a stylized 'A' symbol followed by the word 'Accellier' in a sans-serif font.

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We think it has a lot to do with our people  
- affectionately known as 'Accelliers.'

*YEAH IT'S A BIT DORKY. BUT IF  
YOU'VE EVER BEEN PART OF A  
GREAT TEAM... YOU'LL GET IT.*



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# Distilling the essence

Our mission

Our foundational values

And why these are important

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# Mission

To *build value* through excellence in service and education.

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# Mission: unpacked

## **“Build value”**

This is about people. We want people to be better off for having partnered with us.

We only work with those who we feel we can serve in a way that brings value.

This also includes our team and community  
(local + global)

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# Mission: unpacked

**“through excellence in service”**

We think excellence in service is one of the key ways to delight people who involve themselves with us.

Their achievement and success is not impeded by poor service.

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# Mission: unpacked

**“through excellence in education”**

This is about learning outcomes. We think excellence in education is how we help people find a sense of achievement.

Excellence in education is how people get more than a piece of paper - they develop skills, confidence and growth.

*This is where the value is found.*

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# Our Mission

To build value through excellence in service and education.

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# Our foundational values

A way to describe how Acceliers **aspire** to be and what we value.

“The way we do things around here.”

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# 1. Client-success driven

The degree to which we are successful is directly proportional to the success of our clients and learners.

The learning journey belongs to the learner, we serve them along this journey and support their progress toward success.

We are driven by happy graduates first, not enrolment numbers. If our clients are successful, we are.

## Into action:

### Examples of being driven by client success

- Being genuinely excited when people graduate - making a fuss amongst the team.
- Random acts of congrats or encouragement - hand-written note in the mail, phone call out of the blue, thoughtful message/comment.
- Including graduate outcomes in personal and organisational goals
- Going the extra mile if it genuinely will help someone succeed who may not have otherwise.

## 2. Purpose and passion

There are other ways to earn a living.

Why are we on the Accellier team? We find our personal purpose, and let our passion drive us.

As a result, we are kind, thoughtful, empathetic professionals.

## Into action:

### Examples of purpose and passion

- Savouring the joy of being a part of our clients' success
- Having pet projects that make us happy and directly/indirectly benefit our team-mates, clients or the company
- Taking the time to make some personal life goals and a personal mission statement - see how these align with the time we give at Accellier and look for synergies. Leverage mutual benefits.
- Finding a course we want to do that will help our career/personal goals and also benefits team, clients or the company



# 3. Dependable

Acceliers keep their word (and usually better) to our clients, and our team-mates.

Other people's time is important.

## Into action:

### Examples of being dependable

- Punctuality
- Being there and available during the agreed times of work
- Showing up for team meetings
- Calling when we say we will
- Keeping our word with clients and team mates
- Replying to emails promptly and returning calls (though we do not endorse inbox slavery!)

# 4. Willing

We are willing to go the extra mile (or expense) to surprise and delight a customer, or make something right.

We freely forgive our team-mates, clients and others for their mistakes, admit our own and are willing to do what we can to make it right.

We're willing to try new things, experiment and innovate.

*"Humility is not thinking less of yourself;  
it is thinking of yourself less." - C.S. Lewis*

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# Into action:

## Examples of willingness

- Admitting to team-mates or clients when we've made a mistake and taking reasonable steps to make it right
- Forgiving our team-mates and clients when they make a mistake - hey, we're all human!
- Identifying our shortcomings, being honest with self in order to improve
- Chipping in and giving a team-mate a hand, even though "it's not my job"
- The 'JEDI' approach ('Just Effing Do It!')
- Spending extra time with a client if it will genuinely help them
- Willing to show kindness and respect towards our competitors
- Trying a new system or tool
- Doing something kind and helpful, just because...  
(bonus points if we don't get found out!)

# 5. Courageous

It takes courage to say no in certain situations that don't fit with Accellier's values.

It takes courage to give someone feedback that might be uncomfortable for them to hear.

Sometimes it takes courage to endure difficult times.

# Into action:

## Examples of courage

- Doing something important or necessary and giving it our best shot, even if we're afraid we'll fail or look stupid
- Tactfully, professionally and kindly informing someone that they haven't met the requirements of an assessment task, even when we know it might make them angry
- Resolving conflict instead of avoiding it
- Saying no to a \$50,000 bribe to assess someone as competent
- *See also willingness to admit our mistakes and forgive others... that takes courage too.*

# 6. Adaptable and resilient

Accelliers don't complain about change.

Change happens, we embrace it.

Some of the greatest success stories are the result of a pivot that was painful and uncomfortable (Netflix, Slack, Youtube, Groupon, Yelp, Starbucks, Instagram, Nintendo etc.)

## Into action:

### Examples of adaptability and resilience

- Stepping up and doing something positive in the face of something negative
- Banding together, going the extra mile for our team-mates and clients in a pandemic
- Trying to adopt an attitude of acceptance of things out of our control, even if we may find them initially unacceptable
- Faith and trust in our leaders and team-mates
- Avoiding fear-based and knee-jerk reactions when things are looking tough
- Embracing new systems, tools, approaches, seeing where the positives can benefit us



# 7. Focussed

We march to the beat of our own drum and stay focussed on our mission.

Accelliers don't worry about what others are doing. This makes us different.

## Into action:

### Examples of being focussed

- Staying true to our personal, team and company goals, even when things that seem enticing try distract us from our path
- Visualising success and attainment of our goals when distracted
- Believing that the “grass is greener where we water it”
- Using tools, apps, techniques to stay on task where we may feel distracted
- Use the company’s mission statement to guide decisions and task completion

# 8. Individual growth

Accellier grows only when our people grow.

We seek opportunities to learn and grow daily and we record a formal, verifiable Professional Development activity every 6 months in:

- Vocational Education
- Our teaching field

We openly share our knowledge, skills and time.

We “Give to Grow”.

## Into action:

### Examples of individual growth

- Completing a course we signed up for
- Attending a professional development webinar
- Reading a book and sharing what we learnt with the team
- Achieving part or all of our personal goals
- Reflecting on natural progression through practice
- Actively reviewing own performance afterwards
- Seeking feedback and acting on it

# 9. Curious and creative

Acceliers are curious and creative because this cultivates innovation.

Meaningful experimentation is encouraged.

## Into action:

### Examples of being curious and creative

- Trialling something that works in a completely different industry in Accellier
- Learning something totally unrelated to your role - inspiration often comes from 'outside the box'
- Trialling a new process on a small sample, gathering results and sharing them with the team

# 10. People-centred.

Accellier is a people-centred organisation. What do our people aspire to be?

Our people align their compass with these values.

We are ultimately graduate-driven (not enrolment-driven).

## Into action:

### Examples of people-centredness

- Paying it forward
- Trying our best with positivity and cheerfulness with clients and team-mates, even when we're in a bad mood (or taking time out if we can't)
- Measuring personal, team and company success through that of our clients' and team-mates' success
- Using the degree to which we've helped others as a metric for success (but remember, we're people too, helping others to our own detriment is not people-centred)
- Doing anything that is not 'self-centred'





Why is all of this  
important?

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Community

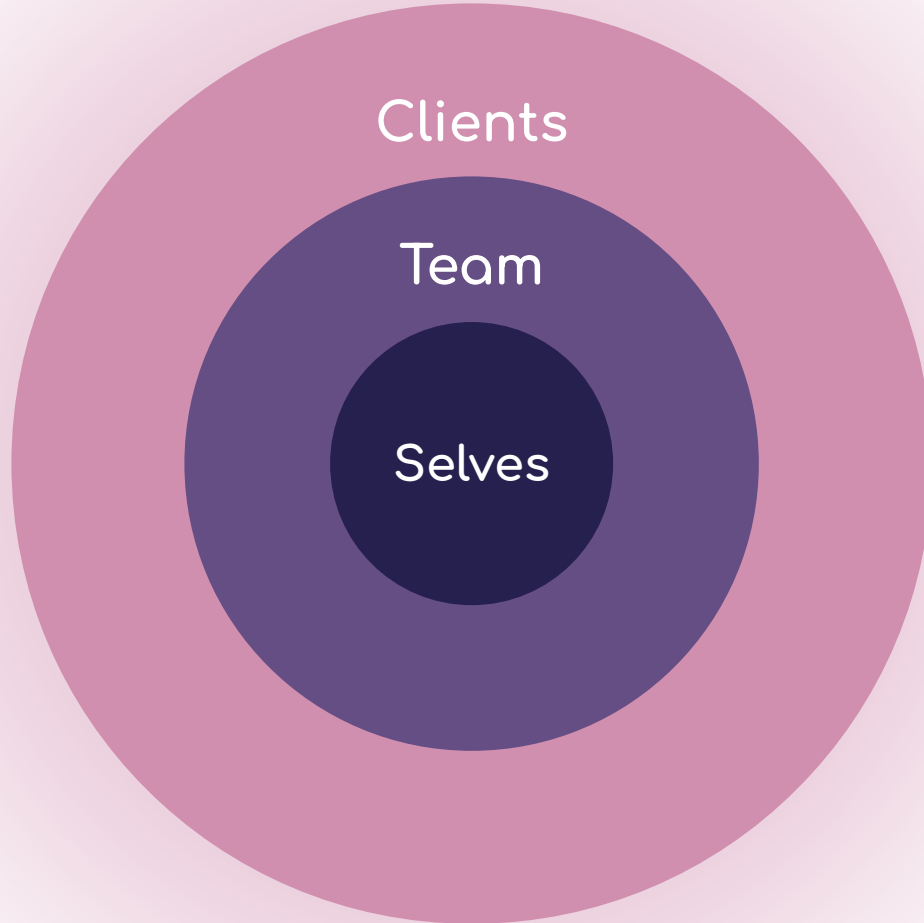
Clients

Team

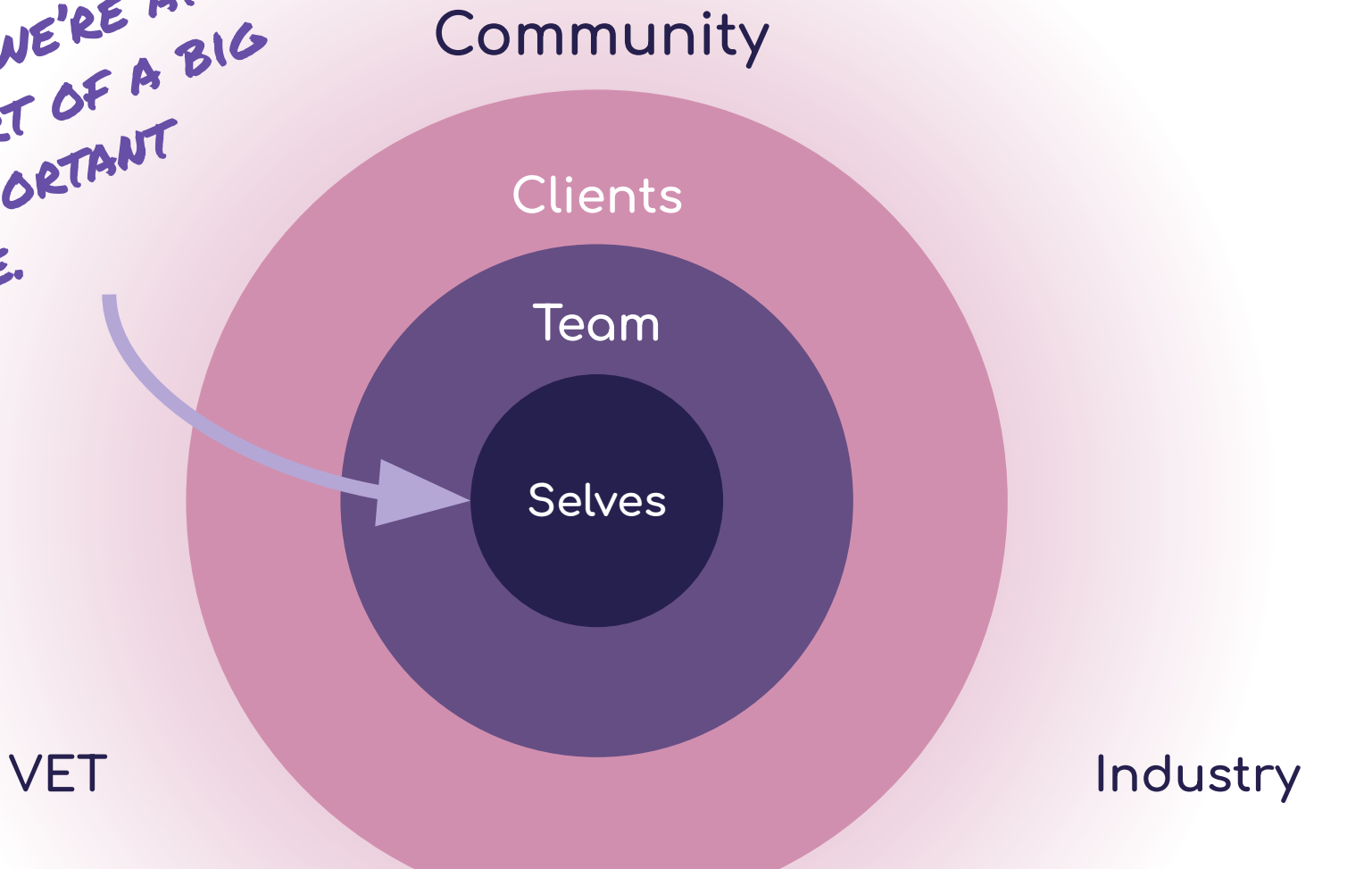
Selves

VET

Industry



*BECAUSE WE'RE AT  
THE HEART OF A BIG  
AND IMPORTANT  
PICTURE.*



Community

*LIKE RIPPLES IN A POND, WHAT WE DO, AND HOW WE DO IT, AFFECTS EVERYTHING.*

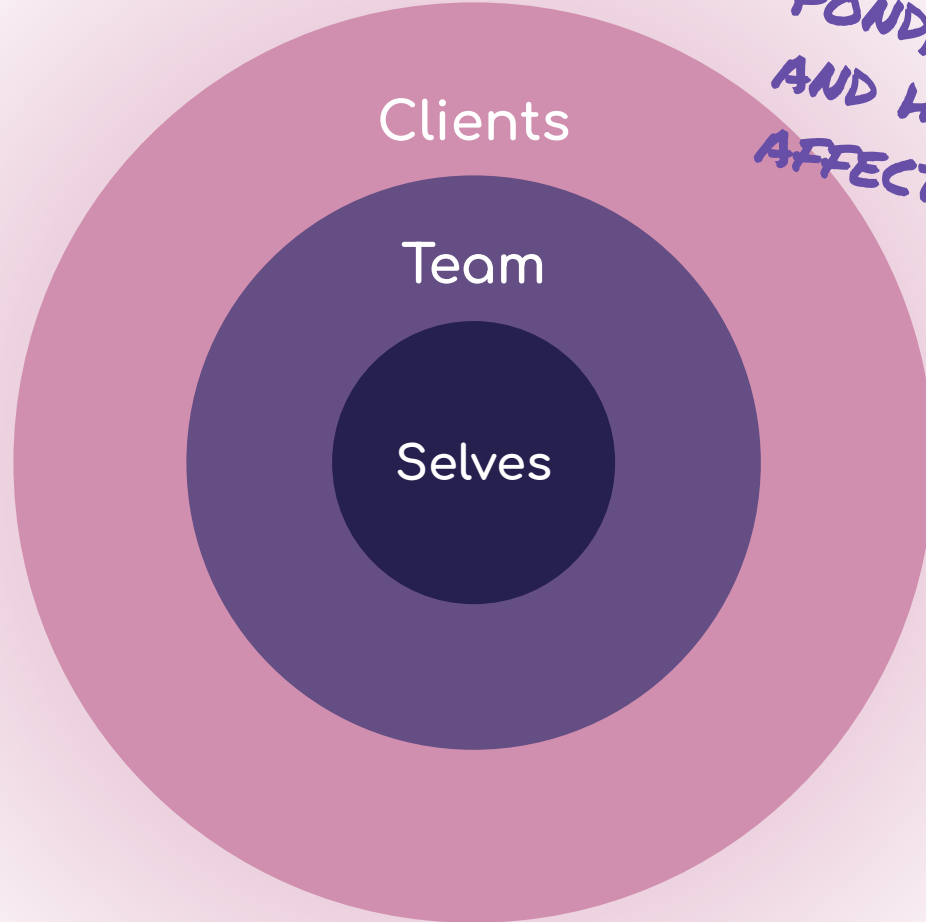
Clients

Team

Selves

VET

Industry



# Accellier Values

1. Client-success driven
2. Purpose and passion
3. Dependable
4. Willing
5. Courageous
6. Adaptable and resilient
7. Focussed
8. Individual growth
9. Curious and creative
10. People-centred



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