



Principles of value-generating administration and service - supporting Aalborg University's core activities

Principle 1

We provide solution-oriented and value-generating administration and service

To reach this goal we:

- assist users in reaching their goals in the best possible way, evaluate our task solution effort, and learn from this.
- adapt all communication to the receivers, understand their tasks and objectives and add value by using our own expertise.
- consider the scope and quality of the task and place responsibility for this close to the task.

Principle 2

We stand for a holistic approach in the organisation

To reach this goal we:

- cooperate and acknowledge existing knowledge in the organisation which may contribute and be used in a constructive manner.
- represent our shared identity and assist colleagues across institutional and disciplinary boundaries.
- recognise our inter-dependence and joint responsibilities.

Principle 3

We provide relevant standardisation

To reach this goal we:

- ensure and apply efficient processes, joint systems and similar solutions to similar tasks.
- seek simple solutions with a minimum of work processes, which we again continuously optimise.
- are open to the needs for specialised solutions.

Principle 4

We contribute to an attractive and stimulating working environment

To reach this goal we:

- develop competences which will benefit the individual member of staff as well as help solve our shared tasks.
- focus on respectful communication and mutual recognition of tasks and expertise.
- ensure a working environment which motivates members of staff to make a difference and reach the set goals.

Principle 5

We exercise good management and cooperation

To reach this goal we:

- translate the strategy into local goals and prioritise communication aiming at involving our members of staff.
- delegate and prioritise tasks and involve members of staff, while assuming responsibility for decisions and results.
- demonstrate loyalty in attitude and action by complying with the objectives, decisions and shared values.