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.