

Leadership capabilities – headline statements

Create Strategy

Customer Connected

Bottom Line

Inspiring

We put customers at the centre of all we do

We own BT's performance – profitable growth and customer satisfaction

We create and deliver new possibilities

Align for Execution

Heart

Drive for Results

Helpful

We win hearts and minds, mobilising others behind BT's strategy

We drive for business improvement for BT and our customers

We work as one team for customer success

Lead Others

Trustworthy

Straightforward

Coaching for Performance

Trusted to do the right thing, by customers, colleagues and partners

Making things simple for our customers, colleagues and partners

We help individuals and teams achieve their full potential

Personal Qualities

3 personal qualities underpin the 9 Pan-BT Global Leadership Capabilities and have been shown by research to contribute to successful leadership at BT:

Resilience and Confidence

Flexibility and Agility

Learning Orientation