

PDSA's Values



EXPERTISE WITH UNDERSTANDING

Whatever our role, we combine expertise with understanding to help deliver a happier and healthier future for pets and their owners.

Understanding customers, clients and colleagues

Build trusted relationships based on honesty, empathy and respect; listen, understand and relate to others to ensure we respond in the right way.

Develop knowledge

Recognise when we don't know the answer and ask for help to develop; learn from success and failure alike, sharing knowledge with others.

Make effective decisions

Use initiative and take ownership to make effective decisions.



EMPOWERING THROUGH UNITY

We can achieve more if we work in partnership with everyone who touches the life of a pet.

Collaborative working

Work in partnership with others, recognise and respect differences and strengths.

Recognise others

Share ideas and achievements and recognise those of others, to get better results.

Ownership

Take responsibility for actions and decisions, the impact they have on others, expect and give feedback to achieve greater results.



DRIVEN IN OUR DEDICATION

Our dedication to creating a world where no pet suffers, drives us to continually deliver more for every pound we're given.

Dedication

Take pride in PDSA's mission, lead by example, speak up and challenge when you believe it's important.

Results focused

Use our knowledge, skills and resources to get the best results for the pets and people we help and celebrate all our successes, big and small.

Driving change

Take the initiative; seek out new and innovative ways of doing things and focus on continuous improvement.