WIPO's mission is to lead the development of a balanced and effective international intellectual property system that enables innovation and creativity for the benefit of all.

As WIPO staff, we have been entrusted by our Member States with the critical work of implementing this important undertaking. While we come from all corners of the world, we share elemental core values that are critical for our common success. These four core values represent the principles that unite us and define WHO WE ARE.

• Showing team spirit
  • As ONE

• Producing results
• Demonstrating integrity
• Seeing the big picture
• Developing yourself and others

Together, these core values and organizational competencies are integrated into our activities at all levels. They have been developed in close collaboration with the WIPO staff and are designed to provide a framework for how we may advance together to meet our common goal: An efficient, professional International Organization in the service of a global public that is counting on our achievements.

**WORKING AS ONE**

**COMMUNICATING EFFECTIVELY**
Speak and write clearly, listen actively and use appropriate language and communication channels to deliver the content with the intended impact. Share ideas, knowledge and information within and outside of WIPO.

Effective behaviors:
- Speak and write directly, simply and clearly, in a structured, logical and confident way.
- Encourage others to share their views; take time to understand and consider these views.
- Select language, tone, style, and format to meet the needs of the audience. Confirm understanding of information conveyed.
- Keep others informed of relevant issues and pro-actively share knowledge and expertise.

**SUPPORTING TEAM SPIRIT**
Value the contribution of others to achieve results. Collaborate with others and strive for agreement on shared purpose, direction and delivery.

Effective behaviors:
- Collaborate with colleagues to achieve results. Seek for input and encourage others to contribute their views.
- Cultivate openness by sharing information and ideas, within the bounds of discretion.
- Support and act in accordance with team deci- sions, even when such decisions may not entirely reflect your position.
- Address conflict before it escalates. Seek and re- main open to constructive resolutions to conflict.

**VALUING DIVERSITY**
Treat all people with fairness, dignity and respect.

Effective behaviors:
- Work effectively with people of different cultures, gender or backgrounds.
- Treat men and women equally.
- Consider issues from the perspective of others and welcome their contributions.
- Reflect on your behavior to avoid biases and stereotypical responses.

**DEMONSTRATING INTEGRITY**
Demonstrate the highest standard of conduct in com-pliance with WIPO's professional, ethical and legal framework.

Effective behaviors:
- Behave in accordance with WIPO's professional, ethical and legal framework.
- Act without consideration of personal gain. Use authority appropriately and treat people fairly and without bias.
- Demonstrate consistency between expressed principles and your actions. Deliver on promises. Set an example for others.
- Maintain confidentiality and treat sensitive infor-mation with discretion.

**PRODUCING RESULTS**
Produce high-quality results in conformity with needs to the highest standards of organizational delivery.

Effective behaviors:
- Take ownership of your responsibilities and op- erate in compliance with organizational rules and regulations.
- Proactively plan and adjust priority activities to accomplish objectives.
- Allocate an appropriate amount of time and re-sources for completing work. Use time efficiently.
- Deliver outputs within agreed costs, quality and time.
- Remain calm, self-composed and patient in stressful situations.

**SHAPING THE FUTURE**
Deliver high-quality results that meet the needs of working.

Effective behaviors:
- Consider things from the point of view of service recipients and anticipate their needs accordingly.
- Respond to requests professionally, promptly and reliably.
- Reflect on your behavior to avoid biases and stereotypical responses.

**SEEKING CHANGE AND INNOVATION**
Embrace agile and adapt to changing organizational requirements. Challenge outdated assumptions in the pursuit of new, creative and innovative solutions.

Effective behaviors:
- Demonstrate willingness to change ideas or per- ceptions based on new information.
- Adapt quickly to changing circumstances. Re- spond with agility and resilience to new require- ments.
- Challenge outdated assumptions and processes; create new, creative ideas and solutions.
- Take measured risks and explore new futures.

**DEVELOPING YOURSELF AND OTHERS**
Make a deliberate effort to continuously improve compe-tencies, knowledge and skills. Embrace new technologies. Support others in their development.

Effective behaviors:
- Proactively manage your professional develop- ment, identify learning needs and discuss those with supervisor.
- Stay abreast of current developments in area of expertise and seek to continuously expand your competencies, knowledge and skills.
- Learn from experience; treat mistakes as an op-portunity to improve. Seek and accept feedback from others and show openness to improve way of working.
- Understand and master relevant technology in the work context.
- Contribute to the learning and development of colleagues.