

Core Values



This is what we believe in and this is how we think our business should be conducted

You are looking for 5 core values, the words below may help. Remember First Direct's were:

respect, openness, energy, thinking and getting it right

These are not all the words in the world and you may come up with others that are more appropriate but here is a head start!

Capable	Skillful	Efficient	Thorough
Responsive	Adaptable	Resourceful	Reliable
Competitive	Respected	Charismatic	Engaging
Passionate	Independent	Principled	Dynamic
Hard-driving	Enterprising	Innovative	Pioneering
High-Energy	Proactive	Welcoming	Exciting
Supportive	Progressive	Original	Individual
Perceptive	Visionary	Imaginative	Novel
Fresh	Provocative	Honest	Kind
Considerate	Civilised	Sensitive	Caring
Traditional	Cutting Edge	Dedicated	Qualified
Accomplished	Authoritative	Sound	Energetic
Vibrant	Spontaneous	Fun	Sincere
Savvy	Incisive	Logical	Perceptive
Diligent	Prudent	Dependable	Calm
Confident	Unpretentious	Worldly	Polished
Open-minded	Cultured	No-nonsense	Accurate
Astute	Balanced	Logical	Conventional
Determined	Effective	Focused	Pioneering
Meticulous	Upbeat	Practical	Successful
Understated	Refreshing	Luxurious	Classic
Professional	Straightforward	Competent	Lively
Flexible	Charming	Expert	Accessible