The Aviva approach to Good Decisions

Delivering our strategy needs us to transform the business from fix to grow. This means everyone, at every level of Aviva, using the values to make Good Decisions.

- **Care More**
  Decisions that have the customer, our colleagues, and community at the heart.

- **Never Rest**
  Decisions that stretch our ambition and accelerate our pace.

- **Kill Complexity**
  Decisions that create clarity, simplicity, and drive efficiency.

- **Create Legacy**
  Decisions that create the best result for all of Aviva, for the long term.

At our worst...
We pass decisions up the chain or push them through committees.

At our worst...
We only tell success stories and ignore what went wrong.

At our worst...
We say “Things are going fine” and hope that no-one spots the cracks.

At our worst...
We don’t consider all the implications and only take care of our patch of the business.

At our worst...
We make assumptions and get caught up with bureaucracy.

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