

THE SHFC PROFESSIONAL'S CREED

The SHFC Professional's Creed is a statement of purpose that articulates the behavior and attitude expected from an employee of the Social Housing Finance Corporation (SHFC). This Creed is based on the Mission Statement of the Corporation:

"We, guided by the highest levels of professionalism, excellence and work ethics, are committed to:

- Uplift the living conditions of the underprivileged Filipinos by providing access to affordable shelter financing; and
- Work in partnership with multi-sectoral stakeholders for the development and implementation of innovative and sustainable social housing programs."

The SHFC Professional

The undertakings of an SHFC employee should always revolve around the corporation's vision and mission statements. As a professional, an SHFC employee is expected to perform and discharge his/her duties toward this end with great degree of proficiency, competency and reliability. In performing his/her function, the SHFC employee is guided by the work ethics that espouses excellence, industriousness, honesty, and integrity. For professionalism is all about doing the best one can offer and working for what is right.

Attributes of an SHFC Professional

The following attitude and traits are expected from an SHFC professional employee:

On Competence & Reliability:

- An SHFC professional skillfully and competently discharges his/her functions and duties;
- An SHFC professional strives to learn every aspect of his/her job and does it to the best of his/her ability;
- An SHFC professional completes his/her tasks as thoroughly as possible and meets work deadlines;
- An SHFC professional shuns mediocrity and always aims for perfection; "Pwede na yan" just to get by is not part of his/her vocabulary;
- An SHFC professional takes responsibility for one's actions;
- An SHFC professional admits mistakes, corrects it and learns from it;
- An SHFC professional shows persistence when confronted with difficulties or challenges;
- An SHFC professional remains calm and level-headed in stressful situations; and
- An SHFC professional is reliable and willing to spend extra time, if needed, to finish his/her assigned task and/or called upon to do an undertaking that requires immediate work and output.

On Respect and Dealing with other People :

- An SHFC professional communicates openly and through proper channels;
- An SHFC professional provides his/her colleagues (superiors, subordinates and peers) the proper courtesies and respect;
- An SHFC professional acknowledges and celebrates achievements and gives credit where it is due;
- An SHFC professional recognizes initiative and provide constructive feedback;
- An SHFC professional accepts constructive criticism and uses it to improve performance; and
- An SHFC professional recognizes the importance of teamwork, and in caring and nurturing each other towards this end;

On Timeliness, Punctuality and Office Decorum:

- An SHFC professional diligently follows the required working hours;
- An SHFC professional practices punctuality and always shows up on time;
- An SHFC professional always attends meetings adequately prepared. He/she actively participates and contributes actively to the discussion. He/she does not tinker or operate cellphones or other electronic gadgets unnecessarily unless relevant to the agenda at hand;
- An SHFC professional always stays focused on work-related activities; He/she does not spend time at work attending to personal matters; and
- An SHFC professional knows how to segregate work and family life; He/she does not bring personal problems to the workplace.

On Corporate Responsibility:

- An SHFC professional uses corporate resources efficiently and economically and not for personal use or interests;
- An SHFC professional respects and diligently adheres to the prevailing office policies, procedures and systems in the organization; He/she does not disregard, violate or bend current rules to satisfy his/her own personal agenda;
- An SHFC professional practices only what is legal, morally right and ethical at all times;
- An SHFC professional exercises proper decorum and attitude; and
- An SHFC professional does not tolerate unprofessional work conduct and is willing to initiate action that will curb it.

SHFC CORE VALUES

An SHFC professional also adheres to the calling of other values that are contributory to his/her work effectiveness and efficiency. In particular, the SHFC professional is expected to imbibe the following core values of the corporation:

Empowerment is the belief in one's self and in others. Given this, an SHFC professional should be:

- aware of the role he/she plays in the corporation and the functions and responsibilities of his/her colleagues for him/her to be effective; and
- committed to provide others the opportunities needed to change their circumstances and improve their quality of life

Service-Oriented is the selfless and dedicated commitment one gives toward the corporation's partners and stakeholders. This attitude can be manifested through the following actions:

- treating the corporation's clients and stockholders equally and with respect and compassion;
- responding promptly and adequately to their needs and expectations; and
- upholding the public interest over personal interest in dealing with them

Steward-Leadership is the realization that one's work can change the lives of people. Corporate resources are to be used primarily to pursue the vision and mission of the organization. Steward-Leadership prompts us to make our personal goals secondary and pursuing the fulfillment of needs of the individual and community we serve as our paramount aspiration in implementing our jobs and responsibilities. The objectives of steward-leadership can therefore be practiced in the following ways:

- centering one's work program towards the realization of the need for a better life of the community we serve;
- optimizing the corporation's resources in meeting the organization's goal; and
- taking pride in accomplishing tasks that has provided them with substantial improvement in their way of life

SHFC Management Role

As the Leaders of the corporation, the SHFC President together with the SHFC Senior Management Officers realize the important role they play in ensuring that this SHFC Professionalism Creed is implemented and appreciated by SHFC employees. Given this, SHFC Management shall undertake activities to ensure that SHFC employees, from the highest ranking officer to the lowest ranking employee, adhere to this Professionalism Code of Conduct.

SHFC Management recognizes that Professionalism in the workplace ensures good team spirit in the organization which is the key for good performance which then sustains a motivated employee. SHFC Management therefore commits to lead and serve as the role model in this endeavor and encourages every employee to pursue the path of professionalism.

As part of the objective of sustaining professionalism in the workplace, SHFC Management also commits to recognize and amply reward those SHFC employees who have exhibited concrete manifestations of professional behavior on the job according to this Creed.