

VISION

GEOLOGY FOR
A CHANGING
SOCIETY

GEUS is the Geological Survey of Denmark and Greenland and by pursuing its vision it contributes to the development of society

- ▶ GEUS is to be an internationally recognised, and in certain areas leading, research and advisory institution in the fields of environmental geology, water resources, energy and mineral resources.
- ▶ GEUS is to be the primary consultancy institution for Danish and Greenland authorities in all questions concerning of important geological conditions.
- ▶ GEUS is to be the national geological data centre on the forefront internationally, which presents reliable and independent information for the benefit of the general public and the business community.
- ▶ GEUS is to be an attractive workplace where ethical standards and social values form the basis of the institution's culture.
- ▶ GEUS is to play an active part in developing the periphery of geology.
- ▶ GEUS is to set the trend by developing partnerships with other research institutions, industry and international organisations.
- ▶ GEUS, in partnership with its associates in Geocenter Denmark, is to be an internationally recognised research centre attracting visiting researchers and PhD students.
- ▶ GEUS is to be a visible player in international development aid concerning the exploitation and protection of natural geological resources.
- ▶ GEUS is to be visible in society and communicate geological expertise to the general public in an accessible way.



ONE GEUS

**CULTURE- AND
VALUE-BASED
MANAGEMENT
FOUNDATION
FOR GEUS**

PREPARED BY
THE GEUS
MANAGEMENT
TEAM



MISSION

- ▶ GEUS is responsible for scientific exploration of the geology of Denmark and Greenland with associated shelf areas.
- ▶ GEUS is to carry out research at the highest international level into matters of significance for exploitation and protection of geological natural assets and conduct mapping, monitoring, data collection, data management and dissemination.
- ▶ GEUS is to provide consultancy services to authorities and the private sector and to carry out tasks for the authorities within its core areas.
- ▶ GEUS is a national geological data centre.

VALUES

- ▶ Professional commitment and creativity.
- ▶ Freedom with responsibility.
- ▶ Cross-cutting openness and collaboration.
- ▶ Community and mutual respect.



GEUS' MANAGEMENT FOUNDATION

The GEUS management foundation forms the basis for conducting management at GEUS. This foundation presents the approach to management that we want our employees and the outside world to experience and that we will stand by, be recognised by and collectively act on. Just as our employees have certain expectations of GEUS' management, we have expectations of our employees and their conduct. This is how we work actively together to form the cohesive, unique and holistic GEUS – ONE GEUS.

1 WE PROMOTE PROJECTS THAT BENEFIT SOCIETY

THIS MEANS

- ▶ That we ensure that GEUS' choice of projects are beneficial.
- ▶ That we strive for recognition and professional respect from the outside world.

WHAT WE DO

- ▶ We question the relevance and applicability of our projects.
- ▶ We complete our projects with respect for the resources with which we have been entrusted.
- ▶ We prioritise the communication of our expertise to its end users.
- ▶ We make GEUS visible to our users and the public.

WHAT WE EXPECT

- ▶ That our employees develop an eye for seeking out the right projects.
- ▶ That our employees take ownership of GEUS' strategies.
- ▶ That our employees show resource awareness.

2 PROFESSIONALISM AND EXCELLENCE FORM THE BASIS OF OUR MANAGEMENT

THIS MEANS

- ▶ That we focus on expertise, ambition, professionalism and creativity.
- ▶ That we stand for and live up to efficiency, ability to deliver and responsible use of resources.
- ▶ That we take responsibility.

WHAT WE DO

- ▶ We promote and reward talent.
- ▶ We encourage and enable career development.
- ▶ We create cohesion between our framework, objectives and results.
- ▶ We promote transparency and the ability to profile ourselves and GEUS.

WHAT WE EXPECT

- ▶ That our employees take responsibility for projects, quality levels and resources.
- ▶ That our employees recognise the expertise and efforts of their colleagues.

3 WE WORK ON A LIVING STRATEGIC BASIS

THIS MEANS

- ▶ That we systematically take inspiration from the development taking place in the outside world relevant to GEUS as an organisation and respond to it.
- ▶ That we set up professional strategies and commit to them.
- ▶ That we adjust our strategies when required.
- ▶ That we have a tactical and strategic approach to utilising new opportunities (implementing GEUS' objectives).

WHAT WE DO

- ▶ We draw inspiration from the outside world through analyses, meetings and our own test and development projects as a part of the development of our organisation.
- ▶ GEUS' Board determines GEUS' strategies in dialogue with end-users.
- ▶ We discuss GEUS' tactical opportunities at management level and with our employees.
- ▶ We realise GEUS' strategies through specific projects and focus areas.

WHAT WE EXPECT

- ▶ That our employees take part in formulating GEUS' strategic basis and act tactically and operationally to realise our set objectives.

4 TOGETHER WE CAN DO MORE

THIS MEANS

- ▶ That we take a holistic approach to the organisation, to our projects, to resources and to competences.
- ▶ That we promote conduct that ensures knowledge sharing and solidarity in our community.
- ▶ That we evaluate success based on a holistic viewpoint.
- ▶ That we value the development of our employees both personally and professionally.

WHAT WE DO

- ▶ We recognise the contribution of everyone taking part in a project.
- ▶ We complete our projects across disciplines when appropriate.
- ▶ We draw on the competences we possess across the organisation.
- ▶ We celebrate each others' successes.
- ▶ We make room for the development of our employees.

WHAT WE EXPECT

- ▶ That all employees contribute to our shared projects.
- ▶ That all employees feel committed to our shared objectives.
- ▶ That all employees take responsibility for their own development.

5 AT GEUS, WE DEVELOP, SHARE AND CONSERVE KNOWLEDGE

THIS MEANS

- ▶ That we regard knowledge as the basic raw material for the successful outcome of GEUS' projects.
- ▶ That we make available the knowledge we acquire from our projects to the entire organisation.

WHAT WE DO

- ▶ We plan our processes to ensure that they support knowledge sharing.
- ▶ We share our networks with management and employees.
- ▶ We regard previous GEUS employees as part of GEUS' network.

WHAT WE EXPECT

- ▶ That our employees actively share applicable knowledge and information across the organisation.

6 WE SUIT THE ACTION TO THE WORD

THIS MEANS

- ▶ That we take decisions on a well-founded basis.
- ▶ That we stand by what we decide and work purposefully to ensure that the decisions are implemented.

WHAT WE DO

- ▶ We implement our decisions within clear-cut time frames.
- ▶ We continuously assess whether our decisions are still appropriate – or whether they need to be changed.
- ▶ We communicate the decisions we have made – also when they have been changed.

WHAT WE EXPECT

- ▶ That employees contribute to shedding light on the basis of our decisions.
- ▶ That employees respond loyally to decisions.

7 DIRECT COMMUNICATION

THIS MEANS

- ▶ That we use both written and verbal dialogue to tackle the challenges we face.
- ▶ That our communication is characterised by open dialogue within management and with our employees.

WHAT WE DO

- ▶ We respect each other.
- ▶ We trust each other and express clear expectations.
- ▶ We give each other constructive feedback.

WHAT WE EXPECT

- ▶ That everyone at GEUS communicates with each other in a respectful way.

