

Shared language

Our catchphrases clarify meaning and provide the takeaway headline we want to communicate to pupils to help them align their behaviour with our desired culture.

"If we let you off, we let you down"

"First Time, Every Time"

"Protected characteristics are not a 'pick and mix'"

"Habits for success"

"Consequences matter because you matter!"

"Stop and Think!"

"Gratitude not attitude"

"Respectful, Ready, Responsible"



THE DEAN TRUST
Believe Achieve Succeed