

Behaviours Framework

At Central Film School (CFS), our mission is to provide rigorous, industry-focused filmmaking education that nurtures the original voices of tomorrow. To bridge the gap between our high-level Institutional Strategy and our day-to-day operations, we use this framework to outline core values and behaviours for all of our staff.

While our strategic plan outlines what we want to achieve as a specialist screen school, this framework defines how we achieve it. It translates our six core institutional values - Innovation, Excellence, Advocacy, Authenticity, Inclusivity, and Sustainability - into clear, observable behaviors. By maintaining these standards, we ensure our campus, studios, and film sets mirror the highly professional, equitable, and collaborative environments our students will enter upon graduation.

Code of Conduct

In tandem with the cultural values outlined in this framework, all staff members are required to adhere to the [Code of Conduct](#). The Code of Conduct serves as our mandatory baseline governing professional compliance, ethics, and legal responsibilities, operating alongside these core values to ensure the highest standard of institutional integrity.

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How We Use This Framework

This document is not a passive policy; it is actively integrated into the lifecycle of our staff team across three primary pillars:

Recruitment & Selection

Interview panels utilise this framework to formulate behavioral-based questions and share expectations during onboarding to ensure all new hires align with CFS standards.

Staff Development & Continuous Growth

Line managers use the framework to map targeted upskilling goals for current staff and provide a clear leadership roadmap for those aspiring to move into management.

Annual Appraisals & Performance Reviews

Performance reviews assess both the achievement of targets and how they were met, using a shared language to deliver objective, evidence-based behavioral feedback.

For Everyone

Value	Ambition	Key Words	Positive Behaviors (The "Do's")	Negative Behaviors (The "Don'ts")
Innovation	To continuously evolve by embracing creativity and finding unique solutions.	Creativity, Agility, Growth, Curiosity	• Bringing new ideas to team meetings • Suggesting improvements to daily tasks • Being willing to try new tools or workflows • Embracing cross-discipline collaboration (e.g., getting screenwriters, directors, and actors working together early) rather than operating in departmental silos	• Resisting changes to your routine • Shuts down peers' ideas • Saying "that's not my job" to avoid trying new things • Insisting on traditional production workflows when modern, agile, or micro-budget industry methods are more effective for the students

Excellence	To hold ourselves to high standards, delivering quality outcomes and striving for improvement.	Quality, Rigor, Ambition, Dedication	• Taking pride in the accuracy of your work • Double-checking outputs before submission • Proactively asking for feedback to grow • Responding to student or peer inquiries with clarity, empathy, and professional timeliness • Treating student productions and deadlines with the same rigor, safety protocols, and professional etiquette expected on a commercial film set	• Settling for "good enough" when it hurts quality • Rushing tasks and cutting corners • Ignoring constructive feedback from peers or managers • Viewing student queries or support needs as an interruption to daily tasks • Adopting a "fix it in post" mentality - settling for poor pre-production or bad planning that compromises the final quality
Advocacy	To intentionally elevate, support, and provide a platform for yourself and others, including local, independent, and student perspectives.	Empowerment, Amplification, Support, Self-Advocacy	• Collaborating with and supporting local partners • Ensuring quiet peers are heard in group settings • Championing independent ideas in projects	• Only looking out for your own projects/interests • Dismissing ideas from smaller or external groups • Letting dominant voices crowd out others • Gatekeeping equipment, industry connections, or opportunities for favored student projects while

			• Championing original storytelling and diverse narrative styles over safe, generic, or highly commercial Hollywood tropes • Practising self-advocacy by clearly and confidently communicating your own professional needs, creative ideas, and career development goals.	ignoring less mainstream voices. • Failing to speak up for your own workload boundaries or professional value, leading to unaddressed burnout or overlooked contributions.
Authenticity	To act with honesty, maintaining an open mind and transparent communication.	Integrity, Openness, Transparency, Trust	• Speaking up honestly when something is wrong • Being open to changing your mind • Owning up to mistakes quickly • Giving credit where it is due regarding collaborative creative ideas, scripts, and production roles	• Gossiping or complaining rather than being direct • Becoming defensive when a different view is presented • Hiding mistakes out of fear • Taking credit for a peer's or student's creative vision, or failing to acknowledge the collective effort of a crew

Inclusivity	To cultivate an environment where everyone feels safe, respected, and welcome.	Belonging, Equity, Warmth, Empathy	• Actively welcoming new team members • Showing respect for different backgrounds and styles • Checking in on colleagues • Creating inclusive casting and crew-call environments that consciously offer equal opportunities to students of all backgrounds and genders	• Forming exclusive cliques that isolate others • Making assumptions or using exclusionary language • Bystanding when a colleague is treated unfairly • Allowing a "boys' club" or exclusionary cliques to dominate the technical departments (e.g., camera, lighting) or key creative roles
Sustainability	To make conscious decisions that protect our environment and manage finite resources.	Stewardship, Mindfulness, Responsibility	• Being mindful of daily waste (paper, energy, materials, kit and equipment) • Using company time and physical tools efficiently • Finding eco-friendly ways to complete tasks • Respecting, correctly maintaining, and safely handling expensive shared campus assets (cameras, lighting kit,	• Wasting team supplies or digital resources • Ignoring green policies because they are "inconvenient" • Leaving equipment running unnecessarily • Leaving digital servers overloaded with messy project files, or neglecting to report damaged kit out of fear of repercussions

			sound gear, and edit suites)	
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For Leaders

Value	Ambition	Key Words	Positive Behaviors (The "Do's")	Negative Behaviors (The "Don'ts")
Innovation	To champion a culture of continuous evolution, empowering teams to safely experiment, take strategic creative risks, and pioneer unique institutional workflows.	Strategy, Agility, Vision, Empowerment	• Creating safe spaces for the team to experiment • Allocating time/budget for creative thinking • Rewarding smart risks, even if they fail • Proactively updating technical knowledge and curriculum to reflect the changing digital landscape of the screen industries	• Shutting down new ideas with "we tried that once" • Creating a culture of fear around making mistakes • Enforcing rigid, outdated processes • Shielding students from changing industry realities or technologies because upgrading internal workflows feels inconvenient
Excellence	To establish, model, and maintain high institutional standards, driving quality outcomes	Leadership, Distinction, Accountability	• Setting clear, ambitious, and achievable goals	• Accepting mediocrity to avoid tough conversations

	while inspiring and mentoring continuous professional and academic growth.		• Providing regular, actionable, and fair feedback • Leading by example in work ethic and standards • Actively mentoring staff and industry practitioners to adapt their skills into high-quality HE delivery. • Setting a standard of rigorous creative critique (vivas, pitches, and rushes feedback) that is deeply constructive, respectful, and free from personal bias	• Moving goalposts or giving vague expectations • Blaming the team when targets are missed • Giving vague or overly soft feedback to avoid difficult artistic or academic conversations, ultimately doing a disservice to the student's career preparation
Advocacy	To strategically champion and amplify local, independent, and student perspectives, while systematically fostering an environment that empowers staff and promotes self-advocacy.	Systemic Support, Representation, Equity, Empowerment	• Allocating institutional resources to local/independent creators • Using leadership influence to protect minority voices • Ensuring institutional procurement favors independent talent	• Prioritising easy, massive corporate partnerships over local ones • Tokenising independent voices for PR benefits • Ignoring systemic barriers faced by smaller creators • Prioritising commercial or highly corporate industry

			• Actively bridging the gap between students and industry bodies (e.g., BFI, BAFTA, independent production companies) to give independent talent a platform • Creating an environment that encourages team members to advocate for their workload limits, operational resources, and career progression.	partnerships at the expense of independent, social-impact, or community-led initiatives. • Dismissing, ignoring, or penalizing team members when they voice legitimate professional needs or set healthy operational boundaries.
Authenticity	To lead with visible personal integrity, cultivating open communication, structural transparency, and accountable leadership across the school.	Leadership Integrity, Vulnerability, Candor	• Sharing the "why" behind tough institutional decisions • Admitting leadership mistakes or knowledge gaps • Seeking and accepting upward feedback from staff • Modelling healthy boundaries between professional education and the intense,	• Hoarding information or being needlessly secretive • Saying one thing but doing another (hypocrisy) • Penalising staff who speak truth to power • Promoting a "hustle culture" that suggests exploitation or unsafe working hours are a necessary rite of passage to break into the industry

			fast-paced nature of film production	
Inclusivity	To strategically embed equity and model inclusive practice, cultivating an accessible environment where diverse perspectives actively shape decision-making.	Cultural Stewardship, Psychological Safety	• Implementing equitable hiring and promotion practices • Actively dismantling barriers to belonging • Ensuring diverse representation in decision-making • Intentionally selecting diverse texts, filmmakers, and guest lecturers that reflect a global perspective on cinema	• Allowing toxic or exclusionary behavior to slide • Favoring certain team members (playing favorites) • Treating diversity as a box-ticking exercise • Relying purely on a Eurocentric, historical film canon that excludes modern, diverse, or underrepresented storytellers
Sustainability	To integrate long-term ecological, fiscal, and human stewardship into strategic planning, actively balancing resource preservation with team well-being.	Long-term Strategy, Fiscal & Eco Stewardship	• Embedding green criteria into institutional strategies • Budgeting with long-term resource preservation in mind • Preventing team burnout by managing human capacity • Teaching and implementing sustainable production	• Prioritising short-term financial gains over green impact • Approving wasteful practices for convenience • Treating staff as an infinite, expendable resource • Turning a blind eye to wasteful or eco-harmful practices on student

			standards (e.g., minimizing physical set waste, single-use plastics, and paper scripts on set)	shoots for the sake of convenience
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