

All about us

**MUSE**



# Our Purpose

It's simple and just one line:

**We build  
brighter futures.**

This is what it all adds up to – for our team, our partners, and the neighbourhoods that live on through our work.

For our communities – and for the next generation who'll make their mark after us.

Our brand persona.  
A true Muse ambassador.

# The Switched-On Citizen.

Committed to  
others and the  
collective.

Brings expertise,  
passion, and graft  
to make things better.

Lives our values  
every day.

# Our Values



## Courage

We deliver.  
We do things properly.  
When we say we'll do it, we mean it.

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Encompasses: Strength, tenacity, commitment, dedication, candour, conviction, hard-work, diligence.



## Curiosity

We think deeply,  
test ideas, and stay open.  
Challenges lead to innovation.

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Encompasses: Problem solving, innovation, learning, growth mindset, intelligence, expertise.



## Positivity

We bring energy, optimism,  
and momentum.  
We keep things moving  
and people motivated.

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Encompasses: Partnership, team-work, can-do, belief, appreciation.



## Care

We act with empathy,  
fairness, and purpose.  
We do the right thing, even  
when it's the hard thing.

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Encompasses: Responsibility, inclusivity, kindness, thoughtfulness, heart.

They sit behind everything that motivates us –  
the mindset that turns belief into action.  
It's how we behave.

# Courage.

## What it means at Muse.



Courage at Muse isn't bravado. It's acting with integrity; digging in and staying true to our beliefs when things are hard, unclear, or uncomfortable.

It means challenging what doesn't feel right, and taking responsible risks that fit our purpose. By embracing uncertainty, we foster resilience. Through hard work and dedication, we get things done.

### Our Behaviours

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#### Courage in action.

- Addresses tough issues directly
  - unafraid to have difficult conversations, making tough decisions with integrity.
- Stays resilient under pressure
  - finding a way through, tenacious
- Gets things done through sheer hard work and dedication
- Stays honest in uncertainty
  - including saying "I don't know yet"
- Raises a risk or concern quickly
  - feeling empowered to speak up, with context and a suggested next step.
- Accepts that not everything will work first time
- Embraces change and uncertainty to find a way through

## It makes us trusted partners.

# Curiosity.

## What it means at Muse.



Curiosity is how we learn and avoid complacency. It's about asking better questions, listening properly, and staying open to new ideas. Curious people take time to understand the problem, including what communities, partners, or colleagues see that we may not.

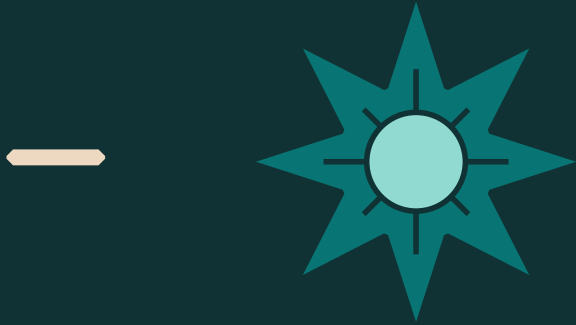
It's also about trying new things because curious people don't assume they already have the answer – they want to understand more deeply before they act. Curiosity can be a superpower for finding the right answers and remaining leaders in our field – it helps us evolve and innovate.

### Curiosity in action.

- Asks thoughtful questions to understand people, places, and problems
- Listens carefully to different perspectives before forming an opinion
- Seeks out new ideas, insights, or ways of working
- Tries a new approach in a small way, then shares what's worked (and what hasn't) – to learn for next time
- Is open to being challenged, seeks out and acts on feedback

# It makes us valuable partners.

# Positivity. What it means at Muse.



## Positivity in action.

- Brings constructive energy to challenges, conversations, and problem solving
- Focuses on solutions rather than dwelling on problems
- Celebrates success and recognises the contribution of others
- Maintains perspective under pressure and helps steady the team
- Looks for opportunities to move things forward, even in small ways
- Values progress over perfection
- Stays calm under pressure and keeps communication clear

Positivity isn't forced optimism. It's realistic belief and momentum – a focus on progress, not blame (and there's an infectious, undeniable energy in that).

Positive people embrace and encourage teamwork, even when the going gets tough (and it will).

Collaboration unlocks the power of partnership.

It makes us  
partners that are  
easy to work with.

# Care.

## What it means at Muse.



Care is how we treat people, our partners, our communities, and the work itself. It's empathy and respect – and it's responsibility. Caring means paying attention to impact, acting with integrity, and supporting each other in ways that are fair and sustainable.

Care means kindness and clarity.

Care can be the small things that make a big difference.

### Our Behaviours

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#### Care in action.

- Treats colleagues, partners, and communities with respect and empathy, even when there is disagreement
- Takes responsibility for the impact of their actions on others
- Offers support proactively, not just when asked
- Acts with fairness and honesty
- Pays attention to detail because it affects real people
- Is committed to the health, safety and wellbeing of colleagues, partners and communities
- Gives clear feedback with consideration, because the work and people matter
- Does the right thing, even when it's the hard thing
- Demonstrates and encourages fairness and inclusivity in conversations, actions and work

# It makes us considerate partners.

[museplaces.com](https://museplaces.com)

We build  
brighter  
futures.

**MUSE**