

## OUR PHILOSOPHY

# BBRC

## 10+1 CULTURAL COMMITMENTS

Culture is:

- ✓ Shared values
- ✓ Shared vision
- ✓ Shared purpose
- ✓ Shared expectations
- ✓ Shared behaviours
- ✓ Shared views
- ✓ Common standards that are the basis for ALL our actions.

**“The responsibility of our leaders is to ‘walk the talk’, ‘paint the picture’ and ‘tell the story’ of what is truly important.”**

**Brett Blundy | Chairman & Founder, BBRC**

Our organizational culture is our personality.

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**“It’s the way it is around here”**

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“Culture it's incredibly important in the success of any organization. I'm not suggesting it is a substitute for competence, but I am and emphatically saying that culture gives ongoing life to that competence and allows it to achieve all that it can.”

Don Soderquist (Retired Chief Operating Officer, Wal-Mart)



- 1 **Can Do Attitude** You can inspire and achieve by your attitude and actions.
- 2 **Customer Satisfaction and Perfect Service** It's about Her, Always! We know that they're the real 'boss'. We exist to satisfy the customer and do everything in our power to add value to the customer's experience.
- 3 **Respect** We treat everyone with respect and dignity. We don't call our people 'staff', they are part of the 'team'. All ideas are encouraged and every individual counts.
- 4 **Continuous Improvement via Work-Outs!** We strive for excellence and are never satisfied – always raising the bar to keep improving, even if it means changing everything we do. We don't get complacent and have never arrived.
- 5 **Communicate, Communicate, Communicate** Communication is both directions – listening as well as talking. Get communication going continuously and in as many ways as you can.
- 6 **Costs** Costs are the enemy, we continuously find ways to reduce expenses, eliminate waste, and improve productivity.
- 7 **Accountability** Commit. Take ownership. Be responsible for your actions and results. 'Do or do not – there is no try.'
- 8 **Teamwork** Depend on others and others must be able to depend on you. Teamwork means supporting and coaching all around you. We succeed through the effort of our teams not through individual performance.
- 9 **Trust** Act in a manner that instils trust in all our team, customers, suppliers, and community.
- 10 **Integrity** Operate with honesty and integrity. Never tolerate a breach of integrity.
- Plus 1 **Do It Now!** Make decisions, take action, and get the right things done. Everything we do, we do with a true sense of urgency. Do the right thing now.

**It's About Her, Always!**