



BW Core Business Values & Beliefs

1. Common Sense must always prevail; even though it may occasionally be uncommon
2. Everything should be made as simple as possible; but not one bit more
3. To add real value an advisor/consultant must always enable the client to establish their independence
4. Listen first, think second and act third
5. Financial gain is the **OUTCOME** of non-financial value management
6. **BALANCE, ALIGNMENT & FLEXIBILITY** are the keys to sustainability
7. Pro-actively embracing change is vital for survival
8. Management is, less about personal statistics and more about systems and processes; **LEADERSHIP** is therefore the key to good management
9. Sitting on the fence is the worst decision anyone can make
10. Accept mistakes, they happen to every decision maker, but only first time mistakes, then learn from them and move on
11. Think less about what is outside of your own sphere of influence and concentrate on what you can and should influence
12. Ingenuity is the basis of innovation and creativity
13. "Expert" is an over-used and abused term that needs re-qualifying; informed opinions are the best we can expect
14. The single biggest factor for success is getting the right people in the right jobs and getting them doing the right things
15. Good leaders get ordinary people doing ordinary jobs to achieve extraordinary performance
16. Managing business performance via purely financial metrics and budgets is managing the future using historical factors
17. Stress comes from the unknown; making a decision may lead to challenge but can significantly relieve that stress
18. Any business can be considered as a system, give the system key processes within which people operate and the system will perform
19. We are all part of a value chain process within which we expect a high quality input, add value to it and pass it on in a high quality manner. We therefore never stop **LEARNING**
20. If you're going to bust your butt make sure you're doing it for yourself