



## 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 are the keys to sustainability
7. Pro-actively embracing change is vital for survival
8. Management is, or should be, less about people and more about systems and processes
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. In business, never rely solely on friendships; respect and integrity should count for much more
19. Politics will always exist in senior teams to some degree; but it should **NEVER** be tolerated if used for personal gain alone.
20. If you're going to bust your butt make sure you're doing it for yourself