

OUR BUSINESS VALUES MATRIX – FUNCTIONAL / VALUE/ STAFF/ CUSTOMER

FUNCTIONAL VALUE	VALUE EXPLANATION	STAFF	CUSTOMER
Offer complete transparency to all stakeholders, staff, clients, customers, invested interests	Establish transactional trust with staff, clients customers and invested interests that is shows evident honesty and equality	Take ownership of your role and interactions.	Legal terms are direct, clear, and concise
Set ambitious standards that are seen and realised that far exceed minimal expectations and that of our competitors.	All general interactions on whatever level must be and remain genuine, cordial, and respectful to each party.	Be prepared to step out of your comfort zones.	Customers will view their desires as they see them!
Exhibit great self-esteem, always remain generous in one's dealing and never ignore any request	Accept, we are all individual's and each request must reflect the individual not one's personal or business beliefs for expediency	Always produce value for the customer.	Always listen to the customer, ask them their opinion!
Stay humble in success and be honourable and generously applaud those who succeed.	The gauge of success is how genuine people are towards you – aim to attract success!	Celebrate your skills and grow.	The customer praise is a benefit!
Learn from setbacks, failures, and delays,	Success and failure are both imposters!	Mistakes are a part of maturity.	Apologize for a genuine error!
Outcompete with quality and service – always exceed expectations!	Make decisions that are best for the staff, customer, or the situation in a joyful manner	Be proactive, decisive, inclusive.	A customer loves attention!
Reward and celebrate new, creative and innovative thinking and/or design as it may make a difference!	Take creative risks, think beyond expectations, and research the opportunities.	Be a manifestor & idea generator!	Customers will seek innovation!
Think globally, act locally, and remain exclusively supportive of those entities that always support you!	Embrace what is not yet created, think through issues, refine, and design solutions!	Applaud your creative courage	Create what the customer desires!
Practice and implement substance over quantity – speak with honesty, diligence, and respect!	Be patient, there are rewards waiting for persistence and perseverance.	Return to the drawing board!	Customers will appreciate sincerity