

THE BCS WAY

Vision

To be, by any measure,
the pre-eminent Organisational
Coaching Company globally

Our Charter

To work hard, do great work,
make profits and have fun!

Our Values

- The client comes first
- Respect for peers – within and without
- Innovation from people before technology
- Ethics are an effect not a cause
- Respect IP without exception
- Everyone matters
- Be fearless – failure beats inaction
- Abundance is a law of nature and a virtuous circle
- Lead in coaching practices – follow proven process
- Achievement without pride is hollow
- To be the expression of everything we know and sell
- Respect the Rhythm of the Business and set the standard for it

These are the behaviours that bring our values to life:

Community

- We share our knowledge but protect our tools
- We share our wins
- We are only part of the solution, not the whole solution
- We let others define our position in the market place
- We have ideas built on science
- We have methodology built on practical application
- We proactively communicate with our Centres of Influence
- We think about how we can help our Centres of Influence
- We are socially responsible when selecting and accepting clients
- We acknowledge our sources
- We respect our contemporaries and their approach
- We have spirit in the business and pride in this profession
- We are Ambassadors for this Industry
- We educate at every opportunity
- Lead in the definition and application of Organisational Coaching principles

Clients

- Response precedes analysis
- Client 'To Do's' top the list
- Clients get the daylight hours
- We put everything we have into the pitch, no compromises
- Everyone on our team knows and everyone on our team can help
- Dress to impress
- We never let go until we have delivered on our promises
- Clients are part of our innovation team
- We are partners in what *we* do and what *they* do
- Helping clients understand the Partnership for Success
- Activity *within* the scope, knowledge *beyond* the scope
- The reason is the only reason
- We own up to errors
- Knowing and respecting boundaries, defending boundaries
- Everyone at the client is the client
- We own *our way*, clients own what *it makes*
- Both eyes on the job
- Consistent pricing and consistent delivery
- Names are important, we use them, we share them
- No disclosures at all without client engagement
- Never ever disparage, never gossip
- We engage intellectually not emotionally, for the client's sake

Colleagues

- Never put anyone down
- Everyone's opinion is valued
- Take the problem to the problem
- What works in the field, works at home, so coach don't criticize
- Pride in your work
- We use the evidence based process to recruit people to fit the role and our business
- Celebrate our differences
- We own up to each other
- Trust everyone else's ability to do their job
- Display a desire to participate
- Love the business, love your job
- We know our traditions and we respect them
- There is a place for everyone
- Race, Religion, Gender, Age are invisible
- We all know and respect everything KISS
- We back each other
- We applaud courage
- We celebrate success
- We are each other's virtuous circles
- Everyone re-enforces everyone else
- Getting to know each other and have fun socially
- Working here is beyond a process, it is something bigger
- Treat each other as family
- Small team, big heart
- If we think someone should know we make sure they do