



CORE VALUES

Be Kind

Grateful

Hungry

Reliable

Transparent

Professional

Curious

Respectful



Many companies have values that are both vague and often ignored. Usually a result of someone putting some words on a website that sound good. The true values of a business are shown by which behaviours are rewarded and which are not. Here are Bua's REAL values. These are the behaviours we care about most as they lead to extraordinary performance and results within our industry. The more these values describe you, and the people you like to surround yourself with, the more likely you will thrive at Bua Group.

Be Kind

At Bua, we feel that sometimes being right isn't as important as being kind. Human interaction is a massive part of our day-to-day activity, and it is very easy to make quick judgements on people and their behaviour. The problem we must acknowledge is simple, we are not privy to everything going on in that person's world. We are all fighting battles that others are not aware of so therefore we believe the default approach in most cases should be to choose kindness over judgement.

Be Hungry

One of the most intrinsic values we look for in our people is hunger. This cannot be taught like a skill can, someone is simply hungry or their not. This is displayed in our teams hunger to improve, to achieve individual and collective goals, to take on more responsibility, and to contribute to others successes. We believe this hunger comes from knowing what you want, asking the right questions of yourself, and spending time with individuals who are better than you in particular area's.

Re

Transparent

In the world of sales and marketing, there have been too many examples over the years of companies and individuals in this world doing the wrong thing, ranging from misleading behaviour all the way to blatant deceit. Our remedy for this is to practice radical transparency with our people, clients and most importantly our customers. We find this approach is welcomed in the market and actually leads to more business and growth.

Re

Grateful

It can be human nature to take people, health or even opportunities for granted sometimes. This is most regularly witnessed amongst families for example. We view this as a constant threat to the effectiveness of our business. If we were to stop being grateful for the clients we have, the team we get to work with every day, and the opportunity that confronts us daily, we would fail to serve all our stakeholders to the highest level we are capable of.

Re

Reliable

Our clients know that no matter what challenges face us, we will get the job done and deliver for them. This is because we believe in and practice unconditional reliability. This simply means doing what it is you said you were going to do, no matter what obstacles may appear. We expect this unconditional reliability of our team and more importantly, we demand it of ourselves.

Be

Professional

We are fortunate to work with a number of established organisations who consider their reputation to be one of the most valuable aspects of their brand. We also wish to develop our reputation as a highly-professional business operation. Professionals perform and behave in a consistent manner and understand that the way you do anything should be the way you do everything.

Be

Curious

Our business is fuelled by constant growth. We grow our clients customer base, we grow our sales teams and most importantly, we grow ourselves. Therefore we are always curious and aware that there are many things we still haven't learned. This is not a negative but rather a huge source of excitement. The more we learn the more we realise how little we understand. Each setback or challenge is the universe highlighting an area we needed to improve in. We encourage everyone in our team to relentlessly seek the new ideas and discoveries that can make us better both collectively and individually.

Be

Respectful

We interact with people in our team and with the public on a daily basis. Many of us have had different backgrounds, possess different beliefs, and have different goals and objectives in our lives. We believe it's important that we appreciate that everyone has the right to their opinion and the right to live the way they see fit, provided it doesn't encroach on anyone else's rights.