



What's
Important
to
Us



Integrate
Work and Life



Release your
INNER CHILD

No Big
WOW



Your Opinion
MATTERS



VBP exists for a very simple purpose:

**To positively impact the lives of the people
we interact with by providing an environment
for them to flourish.**

Build Open and Honest
Relationships



Find a **BETTER** way



One **WORLD** and
FAMILY SPIRIT



Be **HUMBLE** and
GRACIOUS

We are a values-driven organisation – our values are what set us apart from others and provide guidance for making decisions every day. VBP will achieve our goals by consistently living by our values. Any decision, problem or issue is answered by referring to our values.

Core Values

What's Important to Us





Integrate Work and Life

We don't think as work as work and play as play, its all living.

- We take the time to celebrate milestones and successes
- We integrate our interest and passion outside of work
- We share our Passions
- We embrace work as part of life not separate from it



No Big WOW

There is no such thing as a Big WOW, but to truly differentiate yourself, you must strive to create a series of little WOW

- We strive to create a series of little WOW moments
- Anything we do is worth doing is worth doing with WOW
- WOW moments require doing something a little unconventional and innovative
- We go over and beyond what is expected



Release Your Inner Child

We encourage you to have fun and reduce your inhibitions.
We want to embrace the 'inner child' in all of us
and open ourselves to more possibilities

- Kids are endlessly creative
- Kids don't take life so seriously
- Kids don't think in terms of limits
- Kids often use playing as a way to make friends and bond



Your Opinion Matters

We encourage you to contribute your thought on how things can be done better

- At VBP you are expected to voice your opinion
- We never accept or are comfortable with the status quo
- You need to be brave and offer opinions on how our clients can improve their business
- VBP is evolving and our people are the ones that are shaping our business



Build Open and Honest Relationships

At VBP you need to be a good communicator. To build a strong relationship you need to develop emotional connection (particular important with our clients)

- We are compassionate and friendly
- We always communicate in clear, concise and honest ways
- We build an emotion connection with our clients that builds trust and confidence

“People do not care how much you know,
until they now how much you care”



One World and Family Spirit

At VBP we embrace diversity, respect each other and treat each other like family

- We embrace that we now live in a world without borders or constraints
- We encourage diversity in ideas, opinions, and points of view
- We respect different cultures and traditions
- Like family , we watch out for each other, care for each other, and go above and beyond for each other



Find a Better Way

All VBPeers should have the courage and resourcefulness to spark change – to make better our service offering, our people, and our place.

- Continuous improvement is a shared responsibility
- We believe there is always room for improvement in everything we do
- We hate 'Original Thought for Routine Activities' -

If a task is going to be repeated how can we simplify it and eliminate unnecessary original thought.



Be Humble & Gracious

Life is not just about being the best in the world but the best for the world.

- Humility is not thinking Less of yourself; it is thinking of yourself less.
- We are generous with our time to help others
- Everyone matters and everyone is valued
- Our leaders eat last



"Great things in business are
They're done by a team"



e never done by one person.
of people." ~ Steve Jobs



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