



# MISSION STATEMENT

PRECISELY DELIVERING LEADING EDGE MANAGEMENT  
EMPOWERING THE PEOPLE IN BUSINESS TO REALISE  
GREATER WEALTH, FREEDOM AND EXCITEMENT

HERE IS AN EXPLANATION OF THE BRIGHTWATER MISSION STATEMENT:

**VISION:**

*Empowering the people in business.*

The vision recognises that the power of achievement and success lies in the hands of the 'people in business' - owners, managers and interested team members.

The vision is empowered people in business, recognising that success is within their own belief system and for them to be achieving the success they deserve.

**PURPOSE:**

*For the people in business to realise greater wealth, freedom and excitement.*

This is the reason most people are in business and if our clients experience it, so do we.

**UNIQUE SELLING PROPOSITION (USP):**

*Precisely delivering leading edge management*

Firstly we identify how we will deliver our products and services, then we commit to ensuring that what we offer and deliver remains at the leading edge of management education ideology, theory and practice.

**YOUR MISSION STATEMENT:**

At Brightwater we believe that your Mission Statement is a vital tool for Business Owners/Managers to communicate and focus all Stakeholders ... Team, Suppliers and Customers on the Core Values of the business. Developed and used correctly, it can have far-reaching impact on your business. For its development, ensure that three separate components are included:

**YOUR VISION:**

Where it is that you want to get to by being in business; for yourself, your family and the people and businesses you serve. This is your 'big picture'.

**YOUR PURPOSE:**

The reason you are in business, not only from your personal perspective but also from that of your customer and the 'needs and wants' of the market.

**YOUR UNIQUE SELLING PROPOSITION (USP):**

What makes your business different from other businesses in your industry? This is often based on what you tell your customer about yourself that your competitors don't.



A CODE OF CONDUCT CAN ALSO BE CALLED THE 'RULES OF THE GAME'. THEY ARE A COMPANY WIDE SET OF AGREEMENTS ON 'THE WAY I WILL TREAT YOU, AND THE WAY I AGREE TO ALLOW YOU TO TREAT ME'. CONSTANT REFERENCE TO, AND USE OF THIS VALUABLE TOOL WILL ENSURE ITS EFFICACY IN YOUR BUSINESS.

# BRIGHTWATER'S CODE OF CONDUCT

- I support our Mission and Objectives.
- I only make agreements I intend to keep.
- I communicate my inability to keep an agreement at the first available opportunity.
- I strive to exceed the expectations of the people with whom I deal.
- I am responsible and accountable for my actions.
- As part of a team I offer, seek and accept assistance when appropriate.
- I can have fun while working.
- I treat people as I like to be treated; with respect and honesty.
- I accept and offer constructive feedback.
- I agree to our Personal Presentation Standards.
- I agree to our Confidentiality Standards.
- I agree to our Time Performance Standards.
- I am committed to resolving issues that are important to the company.
- I do not smoke while conducting business for Brightwater.
- I maintain my work space in a clean and operative manner.
- I respect the value of finite resources.
- I protect and respect Brightwater's interests and assets.

We use our personal Code of Conduct in all of our dealings with you. As a client; we invite you to use our Code of Conduct in your dealings with us, and ask that you respect the commercial value of our trade secrets, as much as we value yours.

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