



VIDEO TRANSCRIPT

TITLE: WHAT IS THE BMS VISION?

BY: CARL BEARDMORE (GROUP CEO)

So for me the vision of what we are trying to create is an organisation which off the back of its independence, off the back of its entrepreneurial spirit and off the back of its desire to optimise the skills and capabilities of people that leaves an awful lot of stakeholders out there saying, 'We are really glad and pleased that we deal with BMS because they are the best in town; they are the reference point'.

I think it comes off just the way in which we go about business. I keep coming back to the fact that we have the independent platform, and off the back of that platform we have the desire to create a culture in which people can do well, they can excel, they can express themselves, they are rewarded appropriately for what they do and they come to work to enjoy themselves as much as anything else.

I think one of the nicest compliments I can hear made towards the company is when people say, 'I am coming here because I am enjoying myself', and I think that is what makes us different. I think it is the environment that we create for the people and the way that allows people to express themselves in front of clients and clients will feel that enthusiasm, they will feel that energy and they will then feel that desire to provide the right solution and they will trust us above everybody else.

We are in the trust business where the clients are feeling, 'I can trust BMS more than anybody else'. That is what is going to make us truly different.