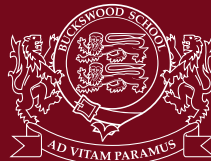


BUCKSWOOD
OUR COMPANY
AND ITS CORE VALUES



Our company culture is one of our most important assets that we have, and you play a vital role in being a part of this.

When we arrived at Broomham Hall in 2000, we survived simply on our drive and creativity to succeed - these formed the seeds that we now call the Buckswood Difference. This little book is an attempt to capture our culture so that we don't lose it as we grow. The act of writing it down hasn't been easy, but we have tried in these pages to encapsulate what makes working at Buckswood so special. As we grow we have to make sure we stay small. Small companies are smart, small companies are fun to work in.

"In return for the investment that parents make in sending their children to us, we offer the parent total commitment to the child's welfare, and to their academic and social development. We want parents to feel immense pride in their child's educational achievement, but also to have complete trust and confidence in our ability. 'Education is not preparation for life; education is life itself'" John Dewey

Core Values

Compliance and compassion

We live in a world of paperwork and rules which might seem at times to be a burden. However, we work in a service and caring based business where the client is at the centre of all that we do and therefore the client's safety and welfare are paramount. Compliance to the rules that are set are imperative. However, Buckswood staff need to remember that they are part of an organisation that is a value based organisation as well as a rules based one.

Quality

We must deliver a great product every time, every day. No excuses. Our products should be the best value in the market place and be better than advertised. This is especially important in today's world where everyone has access to a socially networked megaphone. People have choices!

Passion

At work or at play, our passion brings out the best in us.

On the job, we try to transform what is already good into something truly great. In our free time, we expand who we are as people, whether that's playing the piano, riding a horse or playing a sport. Loving what we do is a way to find balance and will make you more inspired in what you do each day.

"Passion is the driver of achievement in all fields.

Some people love doing things they don't feel they're good at. That may be because they underestimate their talents or haven't yet put the work in to develop them." Ken Robinson

Creativity

You can't be a creative thinker if you're not stimulating your mind, just as you can't be an Olympic athlete if you don't train regularly. You can't just give someone a creativity

injection. You have to create an environment for curiosity and a way to encourage people and get the best out of them.

It's all about you

Human resources are like natural resources; they're often buried deep. You have to go looking for them; they're not just lying around on the surface. We employ staff who are committed to inspire each child with a love for learning and for life and a respect for others' feelings and cultures. It is your personality that is central to our success. We hire winners. They produce winners.

"Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark."

Maintaining high standards and operating with honour and integrity.

Maintaining high standards are imperative in what we do. We set examples to our clients and customers. It is not always easy to do this, people may talk, people may snigger at you but you know within yourself that you have given of your best, the sniggering could just be a sign of others' insecurity.

"Always tell the truth. This will gratify some people and astonish the rest." Mark Twain

Commit to Learning

Successful staff understand the importance of learning new information and theories. Learning keeps them sharp and gives them an advantage. Great learners read books and listen to audiobooks; they push themselves to explore new hobbies and crafts; they travel to new and interesting places; they seek out people of different backgrounds.

"Once you stop learning, you start dying." Albert Einstein

It's ok to make mistakes

If you aren't making mistakes you aren't risking anything and that means you're not growing or improving. Making mistakes also helps you learn. Needless to say it's not good to keep making the same mistakes over again. Make new mistakes.

Nothing is impossible

We channel our superhero energy every day. We embrace challenges and rarely take no for an answer. When we find ourselves stuck, we try to keep a positive attitude. We bounce back from defeat. Setbacks are inevitable. Elections are lost; bills are defeated. Buckswood staff must not let failures define them. We must regroup, study what went wrong, learn from it and try again. We believe there's a creative way around almost any obstacle.

"I have not failed; I've just found 10,000 ways that don't work." Thomas Edison

Attention to detail

Our business is built on detail. 99% right can still lead to failure. One wrong number can leave a class or a group of people in the rain - what do you think they'll remember? If we don't know a certain detail, we don't just guess. We say 'I will find out and get back to you !'

Innovation and change

To be a member of the Buckswood team we all need to dream big. Innovation involves change, which isn't always easy. It's not just the responsibility of those 'in charge'. It's the responsibility of all of us to embrace new ways of working and improving what we do.

Cost - Consciousness

This is not the same as cutting costs. It's about spending smartly! For example - if the flight of one of our clients is delayed by three hours, buying everyone who is waiting a cup of tea can save the day - it may cost a bit but it makes all of the difference! Another good question - is this really an investment, or is this just an expense. Remember - ultimately our clients pay for all of our costs and we want to keep what we see affordable.

There is no such thing as it's not my job

Hierarchical

Team spirit is important. Office politics are not. Keeping our organisation lean helps us move faster and respond quickly to market change. Schools are set up around hierarchies, don't just learn to live with them, learn to work with them to ensure that we all get the best out of these hierarchical structures. Leadership and hierarchies are not about titles, positions or flowcharts. They are about one life influencing another. There is a Head and there are those who sweep the paths. Each and every member of the organisation is equally important within our operation; get to know each and everyone within the organisation, you never know when you might need their assistance.

Inflexible

Change is good. We don't resist it, we embrace it. In a fast growing business making big changes (re-organisation) and small changes (revised deadlines) are a part of how we keep pace with our competitors.

Insecure

We must not be afraid of people bigger than us. No one has ever been fired for employing really good people, but many have been fired because their staff weren't strong enough. Remember you need to find your own replacement before you can move up yourself! Assembling the right team is imperative. Choosing the right advisers, friends, committee chairs and staff is vital.

"The absolute most important trait of a great leader is putting the right people in the right seats in the organisation." Jim Collins

Arrogant

We strive to be humble. We believe there is little to be gained by being arrogant. We must never think we are better than our clients or customers. Because it is true - pride comes before a fall.

We don't take ourselves too seriously

We don't take ourselves too seriously. The sign of having a situation in perspective is the ability no matter how difficult it might be, to see the humour in it. Eisenhower once said, "Always take your job seriously, never yourself." We need to maintain a balance of knowing how to lighten the tone at the right moment. When members of the team are good-natured and light-hearted, it boosts creativity and brings the teams together - and let's face it - it is more fun to go to work in the morning if we know we are going to have a few good laughs.

12 tips to succeed

Communicate Effectively and stay calm

Constantly inform your colleagues and clients what you stand for. Hone in on the most powerful tool in the communication toolbox: storytelling. Stories inspire people and simplify problems. Effective storytelling reaches people on an emotional level, and that is how people make decisions about whom to follow and what to support.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Maya Angelou

Think like the underdog.

Never believe that throwing money at a problem is the only answer. It's much better to roll up your sleeves and get the job done at the grassroots level.

Take responsibility

People only succeed at things they really believe in. When a project fails it's usually because no one on the team has taken ownership of it. When you make decisions stand by them. The other side of responsibility is accountability. Be brave enough to own both your success and failures.

Listen More Than Talk

Ask questions two to three times more than you make statements, never talk just to demonstrate how much you know. People want to be heard, and great teachers listen. As the adage goes, humans have two ears and one mouth for a reason. That's a good ratio to strive for, listen at least twice as much as you talk.

Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen." Winston Churchill

Just do it...

We must make things happen and seek solutions when needed - no-one else will do it! We must take ownership of our ideas and run with them and see tasks through to the end. This may require rolling up our sleeves. We don't hope things will happen - we make them happen. The distance between your dreams and reality is called action - so just do it - time is too short.

Respect cultural differences

Our cultural diversity is one of the best things about us, but it can also be a challenge. The best way to avoid misunderstandings is a healthy respect for our differences.

Before jumping to a conclusion ask yourself is what was said, actually what we meant when someone does not understand. Try presenting your opinions from their cultural perspective instead of your own. Our clients come from

different geo political and social backgrounds -before formatting information think of them - will they understand the message? Perhaps put yourself in their shoes ... Remember be respectful and keep it short and simple.

Be memory makers

We are memory makers. Buckswood is a journey and an adventure where we do not measure the distance of that journey by the miles travelled, but by the memories that we have gathered along the way. We need to ensure that our clients have as many opportunities to have as many memories as possible.

We are all sales people

Our classrooms, our residences, our departments or offices are our stage - we are the principal actor on that stage and our audience awaits us. But remember the audience

will judge us - will it be a standing ovation or a slow clap
- it's up to you. ... We sell our subject knowledge or our
professional knowhow.

Build networks

Humans are complicated. We make decisions every day that
involve many people - both customers and colleagues. It's
impossible to function as a loner. Successful people develop
networks inside the company and outside of it to help
them get the job done. Surround yourself with people who
make you hungry for life, touch your heart and nourish
your soul.

Be aware of the world around us

We have the opportunity of Googling things and relying
on the many devices around us but we must all ensure
that we help open our clients' eyes to the small things

around us all - not everything can be found on a blue screen!

Stay focused

It is important to set goals. A big scary deadline is nothing more than a series of smaller more manageable ones. But goals are useless without action plans, and plans never work unless you stick to them. If obstacles and setbacks arise - and they will - focus back on the goal and try again.

And the show must go on.

We are in the service sector which is like a theatre - it requires an unwavering belief that no matter what challenges we face, we must perform. To make our customers truly happy we need to nail that moment when the curtain goes up and it's time to deliver - without everyone knowing the problems that might be occurring behind the scenes.

House rules

Keep the paper work flowing by managing your time effectively.

In fact Time management is an oxymoron. Time is beyond our control, and the clock keeps ticking regardless of how we lead our lives. Priority management is the answer to maximizing the time we have. (J Maxwell). It is vital therefore that we keep the paperwork flowing in a positive direction, be it replying to a customer and sorting out their problem, to filling in forms or marking books. If we do not keep up with it, it will get on top of us and will affect not only our own work, but it will put a strain on the system and our co-workers.

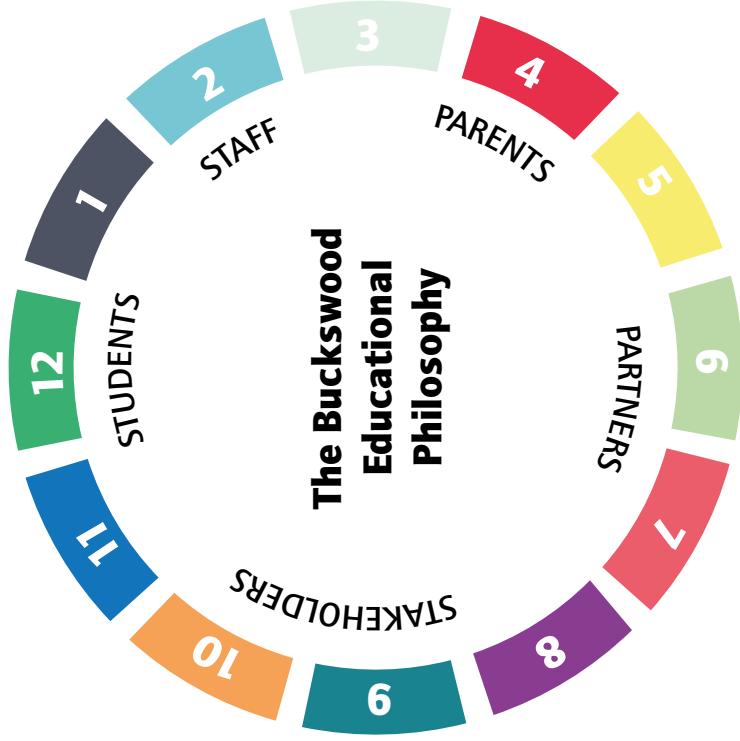
Clean desk policy

Keeping your space neat and tidy helps to maintain a professional atmosphere. It's more than just an aesthetic.

It stems from a belief that we should deal with issues as they arise. When you come into a messy office, you have to start your day trying to figure out what is going on. Before going home take a few minute to prioritise what's left on your desk by tidying it.

Phone or email - phone please!

When a matter is urgent and you are unable to resolve it in person pick up the phone. Don't send an email, rule of thumb: email is excellent for spreading information and a lousy tool for communicating complex emotions. Avoid sending any emails, words are ten times stronger when written down. Sometimes it's helpful to write the email but not send it. If you're angry, wait. Then pick up the phone or go talk to the person face-to-face.



- 1 **Academics:** We aim to nurture every student so that they can be the best they can be. We foster in them an understanding that learning is fun and for life. We are a 'spark' to help ignite or reignite a sense of adventure and discovery in the process of learning. We give students a sense of purpose so that they can harness this to inform future careers.
- 2 **Sports:** Buckswood is inclusive for all and students are educated to understand that sport is part of life, not just something to do at school. It forms part of our wellbeing. It is social and it is competitive just like the world. There are winners and losers – a good sports person can handle both and encourage others to do the best they can.
- 3 **Talent:** It is our job to find the talents our students possess and to encourage each and every child to be proud of their talent, not matter what it is.
- 4 **Spirituality:** We want individuals to have the opportunity to reflect on life's fundamental questions and 'special moments' as part of their overall development. Spiritual development is characterised by reflection through and valuing of the non-material dimensions to life – so time put on the phone and computer down and reflect on the world around us.
- 5 **Manners & Self Discipline:** "Please", "thank you", "please - you first" - old fashioned values, out of date values? No, not at Buckswood!
- 6 **A Homer:** Buckswood is a home. It is a school. It is a working establishment and most importantly it is a place of learning and friendship. As they say, many bricks make a house but much laughter, learning and fun make a school!
- 7 **Charity:** We understand that we are privileged and that there are other less fortunate therefore we have a duty to our community. At Buckswood that community starts on campus and spreads across the globe as we follow Winston Churchill's saying "We make a living by what we get, but we make a life by what we give."
- 8 **Adventure:** We want our students to have zest for life, have passion and not be afraid to try something new. You only make progress when you learn to stick your neck out and have a go!
- 9 **Appropriateness & Self Confidence:** We want students to step out of their comfort zone and to just have a go, and be preparing them for real life. It is teaching in assembly, in lessons, in the playground and in the community. We want our students to be confident, comfortable and act respectfully in any situation they are out in. Life is not all about leas and jumpers, its about understanding when and how to handle a situation appropriately/careers.
- 10 **Individuality & Success:** We recognise that students and staff come in many different forms so we celebrate each person's individual milestones because what comes easy for one, is an uphill struggle for another as no one ever made a difference by being the same as everyone else.
- 11 **Safety & Wellbeing:** Through the promotion of safety and wellbeing we are equipping our students with tools of understanding the importance of tolerance, resilience and maturity so that they can cope with the world at large, be it being safe on the internet to cultural appropriateness or general health and wellbeing.
- 12 **Internationalism:** We have the advantage of having a community that is made up of over forty different nationalities. We therefore promote the concept of tolerance, compassion and understanding of others – we follow the mantra – civilisation is the celebration of our differences.

Add your notes...

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