



**RBK**  
EDUCATIONAL  
INSTITUTIONS  
REACH BEYOND  
KNOWING



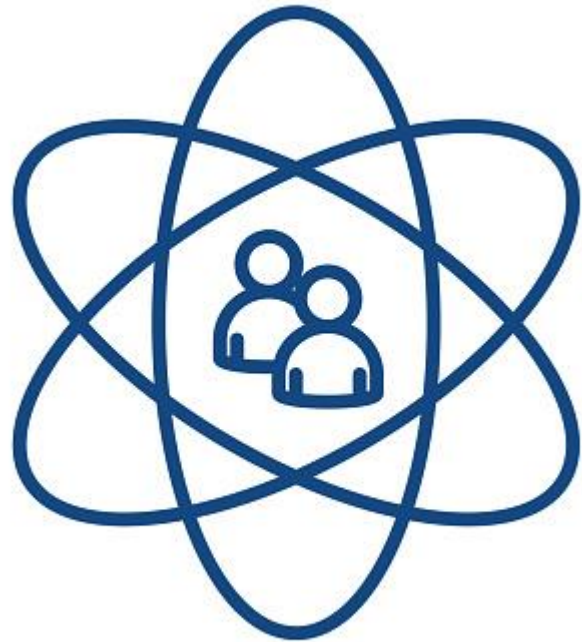
# CULTURE DECK

Creating a company we love & admire



“Our short term actions need to match  
our long term vision”





At RBKEI, our culture is defined by our **Values**.

We endeavour to inculcate **Values** not as a statement of purpose but as small, consistent and sure steps of action.

We know our culture is the foundation for all we've achieved, and for all the success ahead of us.



Responsibility &  
Ownership



Excellence



Innovation



Solution Oriented



# CORE VALUES



Collaboration



Communication



Integrity & Loyalty



# RESPONSIBILITY & OWNERSHIP



With great ~~power~~ freedom comes great responsibility



# RESPONSIBILITY AND OWNERSHIP



## RESPONSIBILITY

We accept responsibility for our action



## ACCOUNTABILITY

We are accountable for our results



## OWNERSHIP

We take complete ownership of our work



**Responsibility = Accountability = Ownership.**

**And a sense of ownership is the most powerful tool a team or organization can have.**



Take the onus of your classroom, students, their behavior, the school property, environment and everything that involves you.

**As a Teacher**



Take responsibility for the success and failures of your team.

**As a Leader**



# EXCELLENCE



Hire great people & give them the freedom to be awesome





# Here Excellence Thrives...



We value an excellence mindset.

High performance is about enjoying to excel & not succumbing to pressure

Our leaders lead by good example.

We engage each employee in a positive, unified & clearly communicated final outcome.



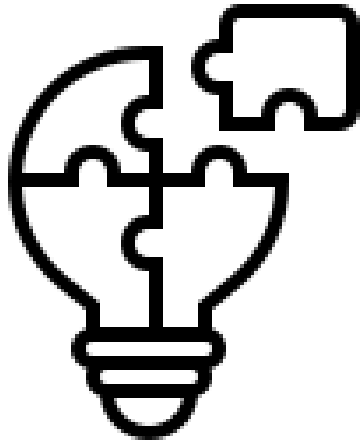
# INNOVATION



There is a way to do it better – Find it



# WE FOSTER A CREATIVE AND OPEN ENVIRONMENT..



People perform best when they are driven by inspiration and encouraged to push their boundaries and think outside the box.

We encourage employees to feel independent enough to own their innovative thinking and to pursue the ideas they are passionate about



# SOLUTION ORIENTED



There is always a solution to any challenging situation



# WISH.... MAKE IT HAPPEN!

Sometimes complex questions have simple answers.

**We seek solutions in simplicity.**

Every problem we face is a learning experience.

**We embrace problems as opportunities.**

Being problem focused won't get you anywhere.

**We come with solutions not problems.**



# COLLABORATION



The strength of the team is each individual member. The strength of each member is the team.

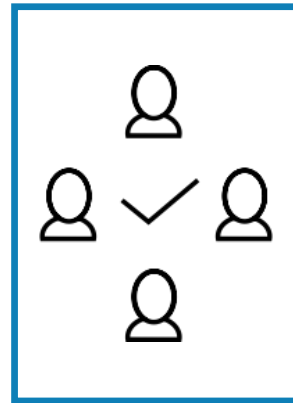


# TEAM UP!

We love working with each other and we recognize that change can only come through collaboration.

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As valuable as we are as individual, we are exponentially more valuable when aligned and working together.



Bonding, respect and constructive feedback are the cornerstones of our People Policy.



# COMMUNICATION



Communication works for those who work at it







01

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HUMAN  
CONNECTION

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It is the key to  
personal and  
professional  
success.



02

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GOOD  
COMMUNICATION

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It is the  
difference  
between  
confusion and  
clarity.



03

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RESPECTFUL

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We are  
respectful in our  
communication  
with others



# INTEGRITY & LOYALTY



Integrity is doing the right thing when no one is looking



# What we stand for, what you will stand for...



Integrity is the foundation of our organizational belief system



We have transparency in our policies and communications.



We are truthful about the areas that we need to focus on, then work to improve upon them.



We deal with conflicts professionally.



The integrity of our work and relationships is of the utmost importance. We uphold the highest standards in all our actions



# We are as good as the people we keep.

We believe in the company's value and firmly stand by it.

We feel connected to the company's growth plans.

We are devoted to the success of our organization.

We align our behavior with the organization's values.



# WE BELIEVE

- We don't just believe in these values, we **BET ON THEM!**
- We recruit, reward and recognize people based on these values.
- Culture is not set in stone.
- Our best people don't just fit our culture, they further it.
- We refine our culture further as we learn more.



# THANK YOU

Our culture is a work in progress....

“Culture eats strategy for breakfast”

**Peter Drucker**

