

Bayt.com's Vision, Mission and Values

Who are we?

We are our *vision*

*To be a **Middle Eastern institution** that is **globally-recognized, respected and admired, indispensable extension** of people's lives.*

Middle Eastern:

We want people to view us as a truly Middle Eastern success story, and not the product of a particular city or country in the Region. We do this by operating locally throughout the region.

Institution:

We want the organization to have a life of its own separate from those of its founders, shareholders or executives. The comings and goings of individuals should not take away from the collective success of the organization. Long after an individual is forgotten, the organization should still be recognized, respected, and admired.

Globally-recognized:

We want to mention the name "Bayt.com" and have people from all over the world recognize and have positive associations.

Respected:

We want to be widely recognized where others look up to us as an example of business success.

Admired:

We want to build world class businesses, practices, and processes that people and businesses would want to model themselves after.

Indispensable extension:

We want to be an important part of the lives that we touch. We want to be important enough to sorely missed if we were not there.

How do we know we reached our vision?

1. We're there when we're **engaging hundreds of millions** of people repetitively on our site.
2. We're there when we travel the world, say "**We work at Bayt.com**" and **people's regular response is "You're lucky!"**
3. We're there when we become a **staple of business school case studies** all over the world.
4. We **receive awards/accolades** from institutions / publications we respect for being a top employer, being an innovative company, the fastest growing company, and corporate.

You must have noticed that we have **no mention of money** in our vision. That's because **we believe that money is a bi-product of doing what is in our vision well**. If we build a business that is admired and respected and that is indispensable, we will make money. **We are not interested in making money if it leads to disrespect**, lack of admiration, or is not fundamentally important to people's lives.

We are also our **mission**

Our mission is important because it **keeps everyone** (team members, clients, users, and the community at large) **aware of our purpose** as an organization. It helps us reach our vision. It's your job as a Baythead to constantly think... **"How can I be a part of achieving our mission?"**

Lifestyle Engineering

*To **empower people** to lead **better lives** by providing them with the **tools and information** to build their **lifestyle of choice***

We want to gain respect and admiration in the same way that others have gained our respect and admiration: by **helping people lead the lives that they want for themselves.**

We term the building of better lives: **lifestyle engineering.**

We are our **values**

At Bayt.com, we keep our values close to our hearts with everything we do. They are the guidelines that we follow that define who we are, the mission we undertake, and the vision we work towards.

- 1.** Strive to be **the best**
- 2.** Obsess about **empowering** others to lead better lives
- 3.** Create value by doing **more with less**
- 4.** Embrace change with **a positive attitude**
- 5.** **Communicate** openly, honestly, and often

1. We strive to be the best

How?

Each of us will:

- A. Learn continually
- B. Produce with pride
- C. Be innovative

A. Learn continually

We believe that the more we know the more likely we are to succeed. We also believe that there is always more knowledge to be acquired by reading (especially books), communicating, and experiencing. We will devote some time every day to learning and then putting that learning into practice.

Ask:

- What have I done today to expand my knowledge horizons?
- Am I currently reading a book?
- Who do I engage with that helps me grow and learn?
- How have I tried to put my new knowledge to practice today?
- Am I a more knowledgeable person today than I was yesterday?
- Have I challenged myself today?

B. Produce with pride

We work to fulfil our potential and to satisfy our life's ambitions. We therefore are primarily working for ourselves and should hold ourselves to the highest standards. Everything we produce should be done at the best of our abilities within the time frame and resource constraints available to us. We will be proud of everything we submit to anyone.

Ask:

- Is the work that I am doing today, given the constraints, the absolute best work I am capable of?
- Am I proud to be associated with it?
- Am I doing the work to the highest standards that I set myself?

C. Be innovative

We believe that being the best requires us to be both continually different and inventive. Being and staying in front means we cannot take the easy path of copying others. We must always find ways to be truly unique and special by doing more, better than is expected or has previously been done.

Ask:

- Am I looking at my work and the world around me and trying to find a new and better way of doing things?
- Am I pushing myself beyond what was asked of me?
- Have I done something today that takes me out of my comfort zone? Am I embracing calculated risks?

2. We obsess about empowering others to lead better lives

How?

Each of us will:

- A.** Be humble, respectful, and approachable
- B.** Focus on developing, growing, and supporting all our stakeholders
- C.** Encourage teamwork, fun, and motivation
- D.** Reward and celebrate success

Our stakeholders:

- i.** Customers
- ii.** Team members
- iii.** Shareholders
- iv.** Suppliers
- v.** The community

A. Be humble, respectful and approachable

We can only empower others when we treat their needs as important; we allow them to communicate their thoughts candidly and without fear of reprisal; we listen attentively; and we tackle issues with the assumption that a better and more mutually beneficial solution may exist.

Ask:

- Am I treating others as I'd like to be treated?
- Do my stakeholders feel comfortable turning to me and sharing their needs / thoughts / issues?
- Do my stakeholders feel / know that I am at their disposal to help them achieve their objectives?
- How would my stakeholders describe me?
- Is this how I would like to be described?
- What can I do differently?
- Do I involve my stakeholders in decisions that affect their lives?
- Do I make an effort to reach out to those around me?

B. Be Passionate about developing and growing others

We empower our stakeholders, and as a by-product us, to succeed by providing them with training on tools and knowledge that will allow them to independently make decisions and choices that will improve their lives. We must continually work to improve the skills and capabilities of those we serve. The better trained and educated they are, the easier our lives become. We must also continually work to promote the interests of our stakeholders. Every day must be day a day of service.

Ask:

- Is my job serving a higher purpose?
- How effectively am I fulfilling that purpose?
- Do all my stakeholders believe that I am striving after their best interest?
- What have I done / can I do today to make them and my other stakeholders more effective in their jobs and lives?
- Do my stakeholders feel like they learn a lot from me?
- When was the last time I shared useful knowledge / information with them?

C. Encourage teamwork, fun, and motivation

Given the very significant amount of time we invest in our work, we owe it to ourselves and to our stakeholders to make our environment and our interaction one of interconnectedness, joy, and effectiveness.

Ask:

- Do people enjoy working with me?
- Do I regularly work to bring people together both in and out of the office?How?
- Would my team agree / disagree with the statement “I consider my co-workers to be like family and friends”?
- How can I personally help add to this sense of family and friendship?

D. Reward and celebrate successes

We encourage the behaviours we reward. We believe rewarding success is a far more likely to incentivize positive outcomes than penalizing failures. We also believe that success if celebrated is contagious.

Ask:

- Have I thanked someone today for their good work?
- Have I appreciated those who are enabling me to lead a better life?
- Have I let my stakeholders know how they are special?
- Have I taken some time to celebrate an important milestone in their life?
- Am I rewarding in public and berating in private?

3. Create value by doing more with less

How?

Each of us will:

- A. Take personal responsibility for improving our environment
- B. Take analysed and determined decisions
- C. Execute to plan

A. Take Personal Responsibility for improving our environment

If there is something that we believe can be done better than it is the responsibility of each of us to be the agent of change. We will not just complain / wait for someone else to do it / or just point out the issue. We will get personally involved in searching for and implementing solutions. We ultimately will succeed by leveraging the intellect and the hard work of each of us in creating solutions for our stakeholders.

Ask:

- Are there things that I believe we should fix or do better?
- What have I done to fix them or make them better?
- Am I waiting for someone else to do it on my behalf or am I taking charge?
- Do I look at every shortcoming as a positive opportunity for change?
- Do I feel responsible to make my immediate world better?
- Have I done something today to make my world better?

B. Take well analysed and determined decisions

We believe there is always a better way of doing things. We will therefore search for multiple potential solutions to a problem, analyse the strengths and weaknesses of each, and then commit to one that serves the interest of all stakeholders' best. Once we have taken a decision we will see it through to execution.

Ask:

- Do I research and present multiple solutions to each problem?
- Do I present a clear case for why one solution is better than others and how the choice of that solution creates a win situation for all stakeholders?
- Am I able to sell the stakeholders on supporting me on the decision I take?
- Am I willing to support and stand by my decision, even if it is unpopular, once I have made the right choice?
- Do I stand by my projects to their end?

C. Execute to plan:

Even the best decisions may sometimes produce poor outcome due to poor planning and execution. We believe if we fail to plan, we are planning to fail. Therefore we will commence any project with detailed time and resource planning and SMART description of the desired outcome. Once the planning is complete we must do our utmost to deliver as per the plan.

Ask:

- Do I know when the work I am currently working on is due?
- Am I doing everything in my power to meet those expectations?
- Do I always set a detailed plan for my projects?
- Are my predictions of outcomes and resource requirements close to actual?

4. Embrace change with a positive attitude

How?

Each of us will:

- A.** Welcome change, seek to understand it and encourage others to do the same.
- B.** Agree and commit, disagree and commit, or disagree and disassociate.
- C.** Never agree in public and disagree in private.

Ask:

- Am I seeking to understand why the change around me is happening?
- Do I complain about changes or am I able to quickly accept them and move on?
- Am I regularly trying things that challenge and perhaps scare me?
- Am I encouraging others to do the same?

5. Communicate openly, honestly, and often

How?

Each of us will:

- A.** Make sure that information is regularly and easily accessible to all
- B.** Give continuous feedback

Ask:

- Do my stakeholders turn to me for honest feedback?
- Do they accept and respect my feedback?
- Does my team know what my priorities are?
- Is my audience engaged when I communicate or are they bored, distracted, or uninterested?

And the best part is... **these values and our mission and vision all come together to create our corporate culture:**

- Open communication channels from the layout of the offices to the daily, weekly and monthly departmental meetings.
- Sophisticated training system.
- Homey and friendly office environment.
- Everyone at Bayt.com is expected to be a leader