



C-Mac's Business Values

1. C-Mac Business Values

Principle: We all need regular encouragement and wisdom to guide us to success in C-Mac's business.

Detail: C-Mac's Values (below) represent a check-list for our everyday guidance, not just in C-Mac's business, but also in our family and life.

2. C-Mac's Integrity

Principle: C-Mac's integrity is more important than C-Mac's bank balance

Detail: Most business decisions are guided by the bottom line, sometimes at the expense of integrity. A short term financial loss with C-Mac's integrity intact will be richly rewarded in the long run.

3. C-Mac's Promises

Principle: C-Mac shall always attempt to UNDER promise and OVER deliver.

Detail: Most businesses specialize in the opposite; over-promising and under-delivering. Just look at most advertisements ~ listen to most salesmen. Over promising is a form of lying, giving the impression I will do what I cannot, or will not, do. How refreshing to our customers to ultimately provide MORE than anticipated when compared to C-Mac's original promise.

4. C-Mac's Negotiations

Principle: Staff shall consider C-Mac's "adversary's" objectives, and satisfy them if possible.

Detail: Most negotiators want to win at all costs (win-lose). C-Mac's staff's first step in every negotiation will be to learn what the other party seeks; then attempt to provide it while satisfying C-Mac's own goals. C-Mac's objective is always win-win.

5. C-Mac's Relationships

Principle: Everybody is of equal worth. Position, power and money are irrelevant.

Detail: Businesses often favor and reward the strong at the expense of the weak. By treating EVERYONE as we would be treated, we will foster positive relationships with people at every level.

6. C-Mac's Disputes

Principle: Disputes will always occur; reconciliation is always C-Mac's objective

Detail: Money-focused businesses will win any way they can, trashing relationships if necessary. Staff need to keep disputes in perspective, sometimes willingly losing in the short term to preserve relationships for the long term.

7. C-Mac's Resources

Principle: Resources are always scarce.

Detail: Many will borrow recklessly, grab greedily, and sometimes cheat, lie and steal to acquire resources. C-Mac is not that desperate; we do not have to succeed at any cost. We need not squander C-Mac's integrity by "panic provisioning".

8. C-Mac's Risks

Principle: Business & risk-taking are often considered synonymous.

Detail: Risk-taking can result in bankruptcy, but only if management & staff risk what C-Mac cannot afford to lose. If we use all our resources intelligently and diligently C-Mac is unlikely to fail.

9. C-Mac's Performance

Principle: Only our best is good enough.

Detail: Many people operate on the principle of "near enough is good enough", resulting in shoddy goods, poor service and disgruntled customers. An opposite attitude, where management & staff aim to surpass C-Mac's customers' expectations, will cause C-Mac to stand out from the crowd.

10. Our Money

Principle: Our attitude to money will determine our actions & determine C-Mac's outcomes.

Detail: Many business people are driven by the desire to acquire money, often regardless of anything else. We can choose to put other values (e.g. integrity, honesty, relationships, etc) ahead of money. Also, we can choose to give rather than to get.

11. C-Mac's Opportunities

Principle: We live in a world where almost anything is possible.

Detail: Technology, transport & material prosperity mean that our life choices are almost unlimited. As in "risk taking", if we use these opportunities intelligently and diligently we will reach our's and C-Mac's full potential.

12. C-Mac's Taxes

Principle: The opportunity to cheat on Tax is hard to ignore; it's a national sport!

Detail: Here's the best opportunity we have: if we can be meticulously honest with C-Mac's Taxes, down to the last cent, we can be confident in the knowledge that our personal integrity as well as C-Mac's will remain intact. We will also sleep soundly every night...

13. My Honesty

Principle: Lying can become a habit, as can telling the truth at all times.

Detail: There are no degrees of "truth"; we can choose always to tell the truth, or develop the habit of lying for convenience. Even "harmless white lies" contain germs of destruction for C-Mac, as they can lead into more serious levels of deception. Telling the truth is sometimes uncomfortable, but builds respect and integrity for C-Mac in the long term.

14. Our Word

Principle: If we verbally undertake to do a thing, it should be as good as done.

Detail: The old adage "My word is as good as my bond" is as valid today as ever. When men and women learn that we are as good as their word, C-Mac's business and staff relationships will soar to a new level, simplifying C-Mac's dealings with one and all.

15. C-Mac's Legal Compliance

Principle: The Law of the land sets standards which C-Mac has an obligation to uphold.

Detail: Cutting corners, token compliance, and fiddling the books is short term stupidity; evidence that we value the dollar above all else, putting C-Mac's business at risk. Compliance with OH&S, Workers Comp, etc may be costly, but honoring the laws of the land requires as much dedication and effort as servicing C-Mac's best customer.

16. C-Mac's Example – In the business community

Principle: It takes years to establish a reputation, but only a moment to lose it.

Detail: Each day C-Mac's decisions and attitude will reflect C-Mac's deeply held values, and not be determined by short term convenience. Suppliers, customers and business associates are not easily fooled; our lifestyle, actions and personal values are always on display.

17. Our Example – Within C-Mac's business

Principle: C-Mac's business prosperity rests entirely with C-Mac's management and staff.

Detail: "I" cannot do everything, so the attitude and commitment of C-Mac's staff is crucial. If management allows "politics" to enter the workplace, our efforts will be diluted. If management lead in a manner that is just, transparent, impartial, focused and goal oriented, C-Mac's staff will be encouraged to devote all their efforts to prospering the business.

18. C-Mac's Purpose

Principle: Every individual has been placed on Earth for a specific purpose.

Detail: Within C-Mac's business and each staff member's community we are privileged to occupy positions of influence. Management has a role to play in encouraging C-Mac's staff to achieve their potential and purpose in life.

19. Our Family Life

Principle: If we build the world's best business but lose our family, we have failed.

Detail: C-Mac's business can consume all our available time. However, we must remain vigilant, sensitive and self disciplined, so that our relationship with our spouse and children remain our ongoing priority.

20. C-Mac's Success

Principle: While business success is sweet, it is not ultimately the measure of our success in life.

Detail: A successful business is not an end in itself, but rather a vehicle to allow us to provide for our family and to help others. In the long run it is not the size of our house, car or estate that will count, but how responsibly and compassionately we handled the resources that passed through our hands during our lifetime.

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