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Honesty

Integrity

Service

This is our initial training regarding our newly adopted Values for our company. The first one is “Honesty, Integrity, Service”. This one actually goes to the very core of our company. I say that because when our company was founded in 1958, Mr. and Mrs. Williams always used “Honesty is the best Policy” and “Service is our Business” as the tag lines on all of their business as it grew. Therefore, these were the beginnings of our defined values almost from day one. It was in the 1990’s that the members of our Executive team and I were redesigning our logo and marketing material. It was then that our current logo was developed. Along with that we came up with three words that we would interchange below our logo. Sometimes it would be “Trucking Warehousing Logistics” and sometimes it would be “Honesty Integrity Service” underneath our logo as well. We were staying with a three word theme, and it always fit nicely below our logo and allowed us to keep our roots of “Honesty” and “Service” included in our new marketing material.

After we had changed all of this (and it was some weeks after all the redesign), one of our executive team members noticed that the first letter of each word in our “Honesty Integrity Service” actually spelled out “HIS”. Wow! We were blown away that without our intention, it was divine that God inspired us to put the integrity in our logo, so that we would later realize that the message was much stronger than we anticipated upfront. Our company is a Christian company, founded on Christian principles in everything that we do. And through that acknowledgement, we are truly “HIS”. Everything we utilize each and every day in our business is “HIS” as well. When you think about it, when it is our appointed time to leave this world, we certainly don’t take any of what has been in our possession with us. We actually leave it here, and someone else is in charge of it for a while. Therefore, it is our belief that all we have that we are responsible for is “HIS”, and he has just loaned it to us. What we do with it while we are in possession of it, we will be accountable for. How we pass it along to others, we will also be accountable for as well. And when you think about it, when we borrow someone else’s possession (such as a tool, or someone else’s vehicle), aren’t we more careful with their possession than we would be with our own??? We want to return it or pass it along to someone else in better shape than when we received it in the first place. We take that one step further in that God has truly blessed us with the “things” that we utilize each day in our business. However, we also have the honor of leading and have been entrusted with that tremendous asset as well. I will share with you that Mrs. Williams prayed each and every day for each of you and that God would protect you as you carry on your daily B.R. Williams functions. We continue that tradition to this day and we are therefore committing you to “HIM” each and every day as well.

Honesty is at the very core of everything we do. Our parents used to tell us “if you always tell the truth, you never have to remember what you said. If you tell a lie, you have to keep remembering what you said, so that you can continue with the lie”. We are honest with each other and we are honest with our customers. We strive to be transparent in everything we do, and we want to be open and upfront about all of our dealings. Our customers depend on us to honestly commit to what we can do for them, and to have honest dealings in all transactions. We commit to what we can deliver for them and never overpromise things, nor indicate we can do something on their behalf that we could not legally accomplish. The Bible tells us in Proverbs 12:22 – “Lying lips are an abomination to the Lord, but those who act faithfully are his delight”. It goes on further to say in John 8:32, “And you will know the truth, and the truth will set you free”. It is with these instructions that we believe that “Honesty is the Best Policy!”

Integrity was the word we added to the logo in the 1990’s. Integrity is defined as “adherence to moral and ethical principles, soundness of moral character, honesty”. Integrity is the value that enables others to know that they can depend on us to do the right thing, every time. We have observed through the years that the candidate we want to support in politics is someone we can depend on to do the right thing, each and every time. It is harder and harder to find that ideal candidate. But that just places more responsibility on us to be a company that others can depend on to do the right thing EVERY time. That is why some customers have been with us for such long periods of time. The Bible tells us in Proverbs 10:9 – “Whoever walks in integrity walks securely, but he who makes his ways crooked will be found out”. It further goes on to say in Proverbs 11:3 – “The integrity of the upright guides them, but the crookedness of the treacherous destroys them”. Therefore, we choose to have integrity in all of our dealings, as we feel that this is the “Best Policy” as well!

Service is our business. When Mrs. Williams claimed this as her tag line, she was indicating that our company should become known for providing excellent customer service. That means that in every transaction and every interaction we have with a customer, we provide them with better service than anyone would ever expect to receive. That sets us apart from most of our competition if we continue to make that a priority in our work lives. When you think about it, it is our honor to be able to serve someone. God has placed them in our lives for a purpose and it is our responsibility to serve them in a manner that exceeds their every expectation. We take that one step further in that we as a company have many customers externally that we serve. However, it our belief that each of us have internal customers that we have the opportunity to serve as well. Our payroll department serves our associates by getting their payroll accomplished accurately and on time each week. Our maintenance department serves our driving staff in keeping their tractors and trailers maintained in a manner that is dependable and exceeds our peers in maintenance scores with the Federal DOT. The Bible has some things interesting to say about service as well. In 1 Peter 4: 9 – 11, it says, “Show hospitality to one another without grumbling. As each has received a gift, use it to serve one another, as good stewards of God's varied grace: whoever speaks, as one who speaks oracles of God; whoever serves, as one who serves by the strength that God supplies—in order that in everything God may be glorified through Jesus Christ. To him belong glory and dominion forever and ever”. It further goes on to say in 1 Peter 4:10 – “As each has received a gift, use it to serve one another, as good stewards of God's varied grace”. Wow! Could God be any clearer as to what our mission should be here on Earth? We should first realize our first mission here was to seek fellowship with God. Our second mission is to serve others in a manner that they can see God in our spirit. If we uniformly do that throughout our company, will this not make us unique in the marketplace? So let’s continue to make “Service our Business”.

Thank you for allowing us to share with you our company values! Our prayer is that this Values Training time will be something you look forward to each month as we continue to cover one of our values each month.

May God bless you and your family and keep you safe!