

EMPOWERING POSITIVE IMPACT CULTURE



Our Agreed Upon Purpose of BRC:

“Creating positive impact for all we touch so that we leave each community better than we found it.”

Our Agreed Upon Vision:

A right sized organization with a clear dashboard for success – living our purpose as a company that is recognized and valued as a great business and community partner with a strong, vital, philanthropic foundation; with celebration of being a successful, high integrity, innovative, strategically focused, intentionally driven enterprise touching the lives of many.

E.P.I.C. Values:

Blue Ridge Companies’ culture is defined by the following values. We are individually and collectively committed to honoring these values in everything that we do.

Excellence...

Possessing the passion to achieve greatness in all that we do.
Exceeding all team, client and customer expectations.
Recognized as delivering the highest quality products and services in the industry.
Steadfast, hard work and never-ending improvement.

Talent...

Cultivating knowledgeable, well-respected, career-minded professionals dedicated to building a sustainable organization that gives back to the industry and the community.
Achieving success through both personal and team development.

Teamwork...

Exemplifying interdependence.
Acknowledging and celebrating all parts of the whole.
Appreciating self and others.
Having a balanced way of life and having fun together.
Recognized as a family sharing common attitudes, interests, and goals.

Adaptability...

Accomplishing goals through a highly innovative, progressive and flexible approach that leverages all possible resources.

Responsibility...

Accepting ownership for self and team results.
Championing high expectations and accountability.
Expecting and delivering effective, timely execution.

Relationship-centered...

Building world-class internal and external connections.
Being engaged, compassionate, caring and sincere.
Nurturing reciprocal loyalty.
Being great corporate citizens.
Collaborating for the success of all.

Purposefulness...

Being disciplined with clear objectives and strategic, cohesive focus.
Effectively communicating.
Fulfilling passion and creating value for all involved.
Staying true to values and vision.
Creating positive impact.

Integrity...

Conducting business in an honest and transparent way.
A corporation of credible and reliable character.
Doing the right thing.
Being trustworthy, diverse, and understanding.

Visionary...

Recognizing and meeting challenges with the best possible resources.
Finding and implementing solutions that transcend the norm.
Demonstrating insight, imagination and boldness.
Being creative.