



THE VALUE OF VALUE

BY MARK CHASEY, CHAIRMAN, OAK GROUP

I'm privileged to work alongside senior leadership I believe are as good as any in the industry.

Graham McCormack, our Group CEO, brings intelligence and insight, but leads with his heart – critical in a people-driven business. Our managing directors – Tanya O'Carroll in the Isle of Man, Paul Schreiber in Mauritius, Jo Gorrod in Jersey, Joe Woodward and James Tracey in Guernsey – each offer their own professional and personal perspectives forged by decades of experience across an eclectic mix of geographies, backgrounds, and disciplines.

But to get the best out of any team requires leadership and an inspirational set of values that unify all behind a common purpose.

'PRICE IS WHAT YOU PAY; VALUE IS WHAT YOU GET.' WARREN BUFFET

When we relaunched Oak's vision this year, we were clear from the start that we wanted to run a business of which we could be proud, and which would benefit everyone we come into contact with. So we asked ourselves a simple question: what matters most?

We had three answers: our PEOPLE, our PLANET, and creating VALUE for all. Without our people, we don't have a business. Without a sustainable future for our planet, none of us, anywhere, will have a business. And without delivering value to everyone involved in our business, frankly, what's the point?

James and Joe have already written on the first two elements of our new purpose-led strategy, which leaves the last, perhaps the hardest to define, to me: VALUE.

WE ARE A BUSINESS THAT DELIVERS SUSTAINABLE LEVELS OF EXCELLENCE

TO CREATE VALUE FOR OUR CLIENTS, OUR EMPLOYEES, OUR SHAREHOLDERS, AND FOR THE COMMUNITIES IN WHICH WE EXIST.

To help define our new vision, we met with Channel Island-based design agency, the Potting Shed, and explained that Oak was embarking on a journey we knew where we wanted to arrive, but needed help getting there. They listened to our people through workshops and interviews and discovered a consistent pre-existing narrative of safety, inclusion, and purpose. A good start! This helped us evolve the concept of the Oak ecosystem: a manifestation of the human and environmental touch points of our business. Our new identity was taking shape.

'THERE'S NOTHING I VALUE MORE THAN THE CLOSENESS OF FRIENDS AND FAMILY, A SMILE AS I PASS SOMEONE ON THE STREET.' WILLIE STARGELL

When we talk about value at Oak, we mean just this. Warren Buffet said, 'Price is what you pay; value is what you get', which also goes to the heart of our definition. For our business to thrive, everyone who encounters us, that plays a part in our ecosystem, needs to benefit.

Wages, taxes, invoices, fees, dividends – these are the monetary mechanics, but value is so much more. It's the extra mile, it's the heart, it's the pride, it's the sense of belonging and purpose. That's the kind of value we mean and for which we strive. That's the type of business I'm proud to lead.

Oak is a meaningful purpose-led business, with sustainability at its core, that stands out in a crowded marketplace to deliver sustainable excellence.