

Ingredient Brothers

Thought Leadership Article

Ingredient Brothers 2.0: Our Big Hairy Audacious Recipe

SEPTEMBER 2023

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Page Title (Meta Title)

Ingredient Brothers 2.0: Our Big Hairy Audacious Recipe

Page Description (Meta Description)

Explore Ingredient Brothers' Recipe Book for Success, a journey of soul-searching, values, and purpose.

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Ingredient Brothers 2.0: Our Big Hairy Audacious Recipe

Ingredients:

- 1 lb of precision
- 1 tbs of transparency
- Heaps of integrity.
- 1 cup of simplicity
- A dash of memorability
- A pinch of authenticity
- 2 tablespoons of soul-searching
- 1 Big Hairy Audacious Goal (BHAG)
- A sprinkle of embracing discomfort
- Add values like Ubuntu
- A heap of commitment to always sweat the small stuff
- Add spice to every experience

Instructions:

1. Mix simplicity, memorability, and authenticity to craft a compelling vision and mission.
2. In a separate bowl, blend soul-searching, a Big Hairy Audacious Goal, and a sprinkle of embracing discomfort for growth. Stir until your purpose is clear.
3. Integrate values like Ubuntu, and remember to always sweat the small stuff.
4. Add a touch of spice to ordinary experiences, igniting enthusiasm and innovation.
5. Chart your course through 2024 and beyond.

Best served:

Gather your global team in vibrant Marrakesh and share the new vision with everyone who helped cook it up.

Suggested image:



Ingredient Brothers 2.0: Our Big Hairy Audacious Recipe

Why do we exist? Soul-searching is difficult at the best of times and a lifelong mission for one human being. Imagine multiplying that by a team of over 27 professionals working closely with dozens of vendors spread across the ingredient capitals of the world.

Expanding our company recipe book for success

Determining a company's purpose [is a vital strategic choice](#). It's the ingredient that aligns critical stakeholders; to us, it is the North Star freeing our team members from becoming drones by taking ownership of their future.

Crafting a new and improved recipe for bulk global ingredient sourcing was a journey that took [many weeks](#) of feedback and catch-ups with our teams spread across the world. Our senior management teams actively listened to every team member. They ensured that we were aligned because it would take everyone to achieve the big, hairy, audacious goal we had set for ourselves. We call her BHAG for short. Want to meet her? C'mon, this way.

Why does this journey of redefining who we are mean so much?

Every last team member, including many who've been with us since the beginning, finally had the chance to meet face-to-face at the first Ingredient Brothers AGM in Morocco. But let's leave sentimentality aside and focus on the business reasons.

We're all about Quality Assurance (QA)

By investing time and effort into refining our strategic values, we can guarantee that our products meet the highest standards, satisfying our customers and regulatory requirements.

Happy repeat customers

The journey of discovering our strategic values will result in higher-quality ingredients that enhance the overall satisfaction of our clients.

Cost efficiencies for everyone

Getting every team member, whether they're in New York, Jakarta, or Buenos Aires, to read from the same strategic recipe will streamline our processes, enabling us to deliver exceptional ingredients while maintaining competitive pricing.

Supply chain resilience

Creating and sharing our collective strategic values with our team members will strengthen the position of stakeholders in our supply chain and ensure a consistent flow of ingredients to our customers.

Healthier for the planet

By choosing suppliers and methods that align with sustainable principles, we contribute to a healthier planet (and, ultimately, tastier and more nutritious ingredients).

Ready to see our new recipe?

Ingredients list:

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- A touch of spice for ordinary experiences

Method of Preparation

We followed these six simple steps to create our vision, mission, and values statements.

Step 1: We simplified our strategy into one Big Hairy Audacious Goal (BHAG)

Ingredient Brothers 1.0 built an amazing infrastructure of engaged customers, vendors, and stakeholders up and down our supply chain. To scale and better serve them (and our teams), we boiled down all the feedback and sessions we had with our teams into one Big Hairy Audacious Goal.

(Meet BHAG 🍷 She's the north STAR of our new strategic vision, mission, and values.)



What's our BHAG (Big Hairy Audacious Goal)?

A re-invented recipe for global ingredient sourcing. Served on a simple, elegant supply chain and enjoyed by everyone.

Step 2. Cook up your vision and mission statement

A compelling vision and mission statement are critical for the organization and your employees, customers, and stakeholders. Here's one tip we can offer. Doing this inclusively with a remote team in the digital world will involve many cooks in the kitchen. Ask them to keep their answers simple and authentic to keep them from spoiling the broth. Lastly, ask everyone to focus on their thoughts instead of second-guessing what they believe management wants to hear.

Ingredient Brothers Mission: We're on a mission to provide a customer experience as satisfying as a trip to Costco's sample aisle. We'll be the chefs of service, cooking up smiles for our customers, people, and suppliers alike.	Ingredient Brothers Vision Do better for our customers, always. Better on Service. Better on Quality. Better on Price.
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Step 3. Identify the values unique to your recipe for success

Our six core values as wholesale suppliers and importers resulted from hours of consultation with everyone on the team. We made it clear that everyone's opinion matters and the importance of each person's contribution to this recipe. For many of us, it was a chance to speak outside our traditional roles and functions. Although the process added an extra workload for everyone involved, reaching the journey's end has made it all worthwhile.

Below are things that make Ingredient Brothers (and Sisters) tick as a company.

Value 1: Ubuntu - I am because we are

The cornerstone of everything we are is this: We are all connected, and one can only grow and progress through the growth and progression of others.

How do we use this recipe in our daily workflow growflow?

You value boundaries. But you value radical honesty just as much. You're actively breaking cultural divides to show respect and empathy to those within your team, the people you serve, and those we work with outside Ingredient Brothers.

Botanical Name	Togetherness, unity, diversity.
Origin	Reliance on novel vantage points to see things differently and harness cultural richness.
Pack Size	Depends on the number of regions, constantly growing.
Best Before Date:	It keeps forever, but, like all cultures, the pot should be stirred and refreshed by adding other cultures at frequent intervals.

Shipping / Storage	Globally transferrable and accepted wherever good people reside in the supply chain.
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Value 2: Own Your Future

Where extreme ownership and self-discovery combine to shape a future rooted in authenticity and purpose.

How do we use this recipe in our daily workflow growflow?

You take ownership of your successes and failures. As the CEO of your own life and role, you solve the temporary shortcomings that stand in your way. You clearly understand how your part fits into the larger mission, allowing everyone to act purposefully.

Botanical Name	Extreme ownership, active participation, self-autonomy
Origin	Are you rooted in your authentic self? Feeling like you are making a difference in the lives around you.
Pack Size	Comes in small, single units of human purpose, but when mixed, whisked, and baked together, all of us being true to our core values, it makes a huge impact.
Best Before Date	Living up to our full potential is a journey, not a destination. It deepens and strengthens throughout a lifetime.
Shipping /Storage	Stored in the heart for private use. Effective when on display for friends and colleagues.

Value 3: Add some spice to the ordinary

This value encourages us to elevate our lives and responsibilities at Ingredient Brothers from the mundane to the extraordinary. All it takes is a liberal drizzle of enthusiasm.

How do we use this recipe in our daily workflow growflow?

You don't just accept the status quo. You see something and ask yourself. "How do I take this to the next level?" When it comes to going that extra step, you do it with

enthusiasm and tackle the task with zest. You encourage others to add a pinch more when solving problems for those who serve us and for whom we serve.

Botanical Name	Enthusiasm, pride, zeal.
Origin	A distaste for the norm. An eagerness to go beyond what's expected.
Pack Size	A large package that should be shared with every task and challenge.
Best Before Date	It gets exponentially better the more it's used.
Shipping / Storage	Store within, but share with others for maximum effectiveness.

Value 4: Sweat the small stuff

Have you ever noticed how the tiniest ingredients and details in preparation can make the most ordinary experiences extraordinary?

How do we use this recipe in our daily workflow growflow?

You see the bigger picture of processes and tasks but appreciate and value the many small steps you must follow to succeed. You know that sweating the small stuff, and completing the tasks correctly will become a bigger and more significant cause. You have one eye on the future but a firm grip on the now.

Botanical Name	Detail-driven, patient, meticulous.
Origin	Appreciation for process and procedure.
Pack Size	Large quantities of tiny packages must be kept together as one unit.
Best Before Date	Each tiny package must be consumed before opening the next.
Shipping / Storage	Keep with you always, taking note that each unit is present.

Value 5: Progress is in the doing

Rather than waiting for the perfect moment or ideal conditions, we are encouraged to prioritize action, resilience, and determination as driving our personal and professional development.

How do we use this recipe in our daily workflow growflow?

You want perfection, but it takes progress to get there. You make each interaction with those we serve and serve us better every day. You see where you are now and where you want to be and know you will get there daily, adding value to your experience and service.

Botanical Name	Determination, resilience, eagerness to succeed.
Origin	A want for perfection but the patience to see it happen progressively.
Pack Size	Variety pack to satisfy the stakeholder's appetite for progress.
Best Before Date	Over time, it increases in shelf life but needs constant attention.
Shipping /Storage	Kept best in your back pocket to remind you to keep moving forward.

Value 6: Insatiable appetite for discomfort

Our final value is pushing ourselves out of our comfort zones to grow personally and professionally.

How do we use this recipe in our daily workflow growflow?

You feel challenged, and that's perfectly fine. As uncomfortable as you may feel tackling new and different tasks, you also feel supported by your leaders and team. You get itchy feet when you're stagnant and aren't learning and growing.

Botanical Name	Curiosity, bravery, excitement.
Origin	A willingness to try something new and learn from the experience.
Pack Size	Pocket-rocket units, packed to the brim with vim.
Best Before date	Over time, it increases in shelf life but needs constant attention.
Shipping / Storage	Kept best in your back pocket to remind you to keep moving forward.

Step 6: Share with your team and gather feedback for best results

Our journey ended at our first annual general meeting in Morocco. Our widely sourced and carefully chosen values resonated with our shared vision and leadership goals. This gathering reaffirmed our core principles, celebrated the robustness of our diverse team's strength, and ensured that everyone is reading from the same recipe as we embrace 2024 and beyond.