



OUR VISION

To be a premier FBO recognized by customers, teammates and vendors as the leaders in business aviation.

OUR MISSION

To provide exceptional aviation services to customers through dedication to safety, quality, and efficiency while maintaining a commitment to growth and the development of our team.

OUR GUIDING PRINCIPLES

We honor God in all we do. We inspire trust by being trustworthy. We help our people develop and grow. We serve our customers in remarkable ways. We pursue excellence and continuously improve. We contribute to the communities we serve.

OUR VALUES

Customers: Earning customer loyalty through safety and service excellence are the most important criteria for our success. We anticipate our guests' needs, offer them the best value, treat them as life long partners, look at the business through their eyes, and deliver more than we promise. Our primary measure of success is when the customer leaves and tells someone else how great we are.

Performance: We strive to be one of the best-managed companies in the nation and to develop a position of leadership. Management is aggressive and willing to take calculated risks. Profits determine our future and are the result of our performance. We share profits with our people and celebrate our successes together. We think and act with a sense of urgency. We are responsible corporate citizens and encourage our teammates to participate in community betterment programs.

Our People: We work to merit teammate confidence, trust, commitment and loyalty as the basis for a mutually satisfying, productive and lasting relationship. We assist our people in developing their potential for their own benefit, yet work together as a team to accomplish common goals. We encourage all teammates to participate as leaders in the management of the business, share what they know, leave their comfort zone, and work in an optimistic, upbeat and happy spirit. Our people

are responsible for the success of their departments regardless of position, and must perform all tasks with the mindset of accomplishing them in a superior way.

Innovation: Ideas are the lifeblood of our future and the use of technology and tooling will determine who can compete. We endeavor to maintain a safe work place that is team driven, fun, competitive yet sensitive and conducive to tap the reservoirs of creativity. We strive to find better ways to consistently deliver service that is Done Right, On Time, As Quoted.

Integrity: We honor God in all we do and operate with integrity in all aspects of the business. It is our foundation, corporate policy, and must be our legacy.

Structure: We eliminate non-value and added work by having a passion to achieve results. We have systems and organize our work place in ways that have proven to achieve specific results and agree to abide by them to ensure consistency. Systems are not rules. Through systems we measure progress and adjust accordingly. We document our processes and best practices so we do not have to reinvent them-only refine them.

Training: This is part of communication; information is power and we will strive to empower our teammates from the first day of orientation onward in all aspects. Our product is service, our strength is our well trained people.

Working Together, Growing Together, Winning Together.



Banyan's Vision

Banyan will be recognized by customers, vendors, and teammates as the premier business aviation FBO in the southeast.

Banyan Financial Results

Enabling Banyan to reinvest in the company, in our teammates, and contribute to mission projects.

Banyan's Mission

To provide exceptional aviation services earning customer loyalty through dedication to quality, safety, and efficiency while maintaining a commitment to growth and the development of our team.

Customer Experience Satisfied Customers

Awesome, legendary customer service – doing little things the customer does not expect.

World-Class Operations

Done Right... On Time... As Promised.

Include teammates and customers in developing our best practices – The Banyan Way!

Banyan's Purpose

To provide solutions that enhance the benefit and value of personal aircraft use and ownership.

Productive Work Environment

Great facility – good tools – proven standards – efficient systems.

Capable Team of People

Our product is service, our strength is our people.

Working Together, Growing Together, Winning Together

Clear Plan for Growth

Open-book company with each department developing their goals and budget.

Our DNA is Trust and Teamwork

- 1) There must be a clear and united conviction why the organization exists
- 2) A compelling vision and end goal
- 3) Cohesive leadership team
- 4) Create clarity and over communicate
- 5) Treat teammates as partners
- 6) Reinforce clarity with systems and best practices
- 7) Primary measure of success is when a customer refers us to someone else
- 8) Make tough decisions

Good to Great

Leaders Challenge the Process

Leaders don't create followers – they create more leaders

Service Culture! More than serving the customer, it is serving each other with the same respect as the customer.