



The value of sound corporate culture in RBX

Not so long ago, River Bioscience and XSIT were two relatively small, separately run organisations. By Rob Elfick



Rob Elfick

River Bioscience (RB) and XSIT each had its own culture and way of doing things. In about 2017 a change in corporate structure took place, which saw the executive committee and governance structures for the two companies combine in an effort to realise synergies between the two businesses. This new way of doing things is where the concept of the RBX Group was formed, although RB and XSIT still remain separate legal entities.

In more recent years the RBX Group has experienced strong growth and has increased its headcount in most departments, in order to support current and future business activities. This increase in headcount and mixing and matching of the two corporate cultures could have resulted in any team losing their way. However, in an effort to ensure a clear set of guidelines for how the RBX teams see themselves and how they conduct themselves in all aspects of the business, the RBX business philosophy, culture statement, and core values were born.

This philosophy, culture, and values aim to be the solid foundation that reminds RBX team members and stakeholders of who they are, where they've come from, and what they are working towards.

Business philosophy

What we do

We are bio-technology experts, with our roots in SA and we manufacture and commercialise crop protection products and services for local and international citrus and other agricultural markets.

Why we do it

To support top quality, sustainable and cost-effective crop production in an ecologically friendly manner.

Culture statement

The RBX Group wishes to advance its business philosophy in a caring environment, based on strong values.

How we achieve this

Through the combined effort of committed

people who lead their own position, while supporting those they interact with.

This concept has been rolled out through a structured programme called "In Our Hands".

"In Our Hands" represents building trust and value in yourself and every other person throughout the value chain, which encompasses all parts of its process. The idea behind the values is that once one part is complete it must be handed on to the next person. And they need to play their part, or the chain will be broken. "In Our Hands" says: do your part, do it well and do it with pride, knowing that we are all part of something great and impactful. What you do every day plays an important role in completing the full and incredible process that allows RBX to contribute towards fresh produce products that go all over the world, to assist producers with sustainable pest management solutions.

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The RBX group strives to create an environment where everyone matters and has the opportunity to see and know their value, to feel and be part of something that is making a difference. It aims to encourage team members to celebrate one another, and to also be celebrated because each person and their role matter.

The RBX Group values:

Integrity and honesty

We are open, honest, ethical and genuine.

We strive to consistently do what's right.

Commitment

We are committed to being the best we

can be. We go the extra mile to get the job done.

Respect and equality

We treat everyone with respect and dignity.

Courage

We courageously find new ways to grow our company, and each other.

Fun

We cherish a joyful environment with uncompromising professionalism to achieve our objectives. 🍋



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