



AMERICRANE

STRENGTH THROUGH PASSION

OPERATING IN THE BLACK



AMERICRANE

**Strength
Through
Passion**



About Us

Founded in 2002, and run and operated by a CEO and management team with well over three decades of experience in the industry, Americrane stands proud in a heritage of providing safe and reliable crane, rigging and hoisting services.

Our name stands for one thing: **Integrity.**

Our mission is simple: To be the selected differentiator that provides crane, rigging and hoisting services to our customer base with a response time reputation unsurpassed in the industry.



First Guiding Principle

Safety (Always First)

Make no mistake, Americrane is committed to life and property, first.

The safety of our team and the public is paramount. Our safety values do not alter or pause; rather remain a constant commitment. However, our policies and procedures are consistently reviewed and evaluated to ensure we are always moving toward an accident free workplace.

Every operator, signalman, driver and rigger has been trained and certified to meet current OSHA requirements and we provide continuous on-going training.

Safety isn't a goal; it is the foundation in which we operate...a way of life, every day!

We pride ourselves on our safety record and associated achievements.



Second Guiding Principle

Service

We are committed to providing exceptional services that exceed expectations.

Customer feedback is welcomed to influence our internal quality control measures which ultimately strengthens our ability to better serve our customers.

With 24/7 crane dispatching, Americrane is the mobile crane rental service company contractors call when help is needed most.



Third Guiding Principle

Integrity

Our commitment to integrity is unwavering. It is doing the right thing even when no one is watching.

Our daily objective is to build upon our customer relationships through hard work, dedication, and a dependable source for quality service. Every Team Partner is held to the highest ethical standard.

It's worth repeating: Integrity is doing the right thing even when no one is watching.



Fourth Guiding Principle

Attitude

In all circumstances, we maintain our commitment to approach all jobs and people positively.

A positive approach to each day puts us in control and ensures the confidence to perform at our very best. A positive and forward-looking mindset is a muscle that needs to be exercised every day. Our Team Partners are challenged to motivate each other because our success is provoked by the attitudes of others around us.

A good attitude empowers us to respond positively and allows us to enjoy what we do all while building up our team and making us stronger together.

You can't control your situation, but you can **ALWAYS** control your attitude.



Fifth Guiding Principle

Community

We are passionate about our commitment to giving back.

Our Team Partners have a history rich in community involvement and charitable work. Giving back is an empowering experience and it is our goal to make positive contributions throughout the communities in which we live and work. Our focus of impact is youth and veterans.

We believe that giving encourages a culture of giving.



Sixth Guiding Principle

Professionals

We are always committed to being professionals.

As professionals, we establish and maintain respect for our customers and for each other.

Mentoring is how we help each other grow as professionals. We must support each other, be willing to learn from each other, and at the same time, be accountable for our own actions.

At all times, we treat all people with respect, and along with that, we must be open and accepting of feedback.

Our professional work place, attitude and appearance allow Team Partners to take pride in their work and improve overall performance. We demonstrate this through interactions that are appropriate, job-focused, team oriented and with a positive attitude.



Seventh Guiding Principle

Continuous Improvement

Our commitment to always seek ways to improve the efficiency of our work process is relentless. We must never stop focusing on developing new competencies.

By applying continuous improvement, we are challenging our Team Partners to improve their own skills and knowledge. We can never stop empowering ourselves and each other.

Yesterday was good, today is great, and tomorrow will be better.



Our Responsibilities

- To ensure Team Partners and Customers come first.
- To be reliable.
- To be serious about service.
- To ensure our seriousness makes us provide unmatched service.
- To be committed to daily customer satisfaction.
- To be the best.
- To be passionate.
- To be accessible and available 24/7.
- To be aggressive doers and work hard.
- To pursue every project with determination and grit.
- We are a powerful group of resilient and passionate Team Partners.



Customers

Don't just process customers, knock their socks off!

Customers are not dependent on us. We are dependent on them so provide them with an outstanding experience.

Customers are never an interruption of our work. They are the purpose of it.

This isn't a hobby, this is a business. Customers bring us their needs. It is our responsibility to handle customers profitably, for both them and us. This equals a "win-win."

Customers are our passport to success; they are not doing us a favor, they are giving us an opportunity.

In a world dominated by social media and the Internet, do what is necessary and right to achieve positive on-line reviews and experiences.



Engage

Think! Think often, Think hard and then say what you think.

The only thing more empowering than saying what you think is saying what you truly think. The rewards are more clarity for everyone, confidence for you and respect from the other people.

Feel! Have strong feelings and then express them.

Communicate! Unambiguously communicate.

Don't couch communication with unnecessary add on phrases and don't be lazy with communication by adopting an emoji.

Appreciate what other people think, feel and communicate the same way back to you rather than get offended. **Maybe even learn from it!**



Truth

We shall tell the truth to each other and to our customers and suppliers.

We waste time and energy when we avoid the truth.

It is important to speak the truth because it will eventually come out on its own.

Truth is so powerful because it cannot be bought.

Embrace the truth; don't be afraid of it. And, be willing to receive the truth as well.

We all make mistakes. Mistakes are a natural part of existing so own up, tell the truth and learn and develop from our faults and mistakes!



Enthusiasm

Enthusiasm is contagious. Carry it in your manner and watch it increase productivity and decrease costs and mistakes.

An enthusiastic, positive, can-do-attitude is the most powerful tool in your arsenal.

The chemistry of enthusiasm brings results.



Hierarchy

We are a people first organization; working in unity.

Traditional hierarchies turn an organization into a pyramid. Pyramids don't move, they just slowly crumble.

In a stagnant hierarchy, Team Partners can't adequately contribute and communicate up the pyramid so voices and ideas may never be heard.

Each Team Partner should enjoy the pursuit of their own potential and do what he or she does best. We deserve to have our best talent working in their best capacity without pride or a hierarchy to get in the way.



In Business

Team Partners are integral to the business of Americrane. Each one of us must remain invaluable to that business and be considered an asset. Then, understand that compensation is an investment in that asset.

As part of our job, we must figure out how to earn enough (by selling/performing) or save enough (by reducing costs) so the business can pay salaries and expenses. Each one of us must pay for ourselves every day.

The more revenue a Team Partner drives for the business of Americrane (or cost control), the greater their value.

Make yourself invaluable to the business. This allows the company to develop the exceptional men and women working for the company in a prosperous manner.

When you cover your own salary and become "free" to the company, you become invaluable. Such a satisfying feeling!



Change

There is nothing so constant as change.

We welcome change because...Change = Growth = Opportunity.

Without disruptive changes, we can't grow as people and our company can't realize its full potential.

Change is most often a blessing in disguise if you're prepared with the right mindset.

*"The pessimist sees difficulty in every opportunity.
The optimist sees the opportunity in every difficulty."*

~ Winston Churchill



Communication

A ringing phone at Americrane belongs to everyone.

Our goal: Every phone answered by the second ring.

Every call, text or email returned by close of business.



First Class

Americrane is a **FIRST-CLASS** company.

Our customers and suppliers are first-class too.

So think first-class, be first-class, and maintain the necessary first-class attitude to keep this company a first-class place to work.



Letters and Emails

We discourage letter writing and e-mails as a primary form of business communication; especially for problem solving. They're too slow, too cold and have the potential to be misinterpreted.

Eye to eye conversation is the best form of communication. The next best is the telephone.

Letters and emails are acceptable for memorializing actions decided at meetings, making commitments to goals or thanking people.



Hiring

We do not **"HIRE"** people.

We ask them to join our company to help us make it better.

Everyone is a Team Partner. We are not employees. We are all on the same team...we all are partners, working toward the same goals: to make money and provide extraordinary services all while working hard and having fun.



Firing

We do not **"FIRE"** people.

We ask them to leave the company and will help them to go where they can do better.



Promotions

Three questions must be answered:

1. Do you **WANT** it?
2. Will you continue to do it with excellence?
3. Will you continue to do it with passion?

Just one No And it's **"NO!"**



Cash Flow

More must come in each month than goes out.



Our Culture

We believe in transparency and open communication.

We don't fear conflict. Rather... we confront it, embrace it and solve it.

We have an open door policy and value each Team Partner's opinions.

We appreciate the individual talents of each Team Partner and the positive impact they make on a daily basis.



Managing

Lead!

.... or follow or get out of the way.

Only do what only you can do.

Do not ask others to do what you are not willing to do yourself.



Teamwork

"There is no limit to the amount of good you can do if you don't care who gets the credit."

~ Ronald Regan

"The smartest person in the room is never as smart as all the people in the room."

~ John C. Maxwell



Leadership

"The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible."

~ Adapted from
General Dwight D. Eisenhower.

With good leadership, a positive culture isn't forced, it is developed. Communication is daily and open. Everyone understands the vision and goals of the company, and everyone has input into improvement.

Team Partners feel and believe that they are an important part of the whole mission and that every job matters!



On Time

Being on time is a compliment to the other person.

Being late is an insult.

To be on time is to be early.



Friends First

We believe in friendship.

Customers buy from friends **first**.

Customers help friends **first**.

Team Partners help their friends **first**.

So make friends.

Note: Winning teams become **friends first**.



Team Partners & Customers

“**Team Partners and Customers**” is the first reference in our list of responsibilities... and the last.

Our business... any business... is rooted by our **Team Partners and Customers**.

If we take care of **OUR** Team Partners and **OUR** Customers; they will take care of **OUR** Business.

Ask each Team Partner to ponder this critical question:
How would this company be if everyone was just like me?



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Company Politics



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STRENGTH THROUGH PASSION

Company Gossip




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**ATTITUDE IS
EVERYTHING**



An American flag is draped over a textured, greyish-brown surface. The flag's stars and stripes are visible, with the blue field of stars in the upper left corner. The text is overlaid on the right side of the image.

*I pledge allegiance to the
flag of the United States of
America, and to the republic
for which it stands, one
Nation under God, indivisible,
with liberty and justice for all.*



Made in the United States of America.

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