



## Core Values

### A Word from the President

Magnum Drywall has now been in business for 30 plus years, and I'm happy to say with little change we still operate with the original "Core Values" that got us to where we are today. As we continue to grow, there will be a real need to revisit and enhance our Core Values so that over time they will not get diluted nor lost in the transitions we will make in the years ahead.

The original goal back in 1990 was to be a relatively small-to-medium-size elite and manageable company that lived out a synergistic style. Magnum needed to build solid relationships with our customers and suppliers to survive and to be successful. To do this, we needed to be better than our competition and we needed to build a solid reputation for Quality, Service and Safety. To achieve this, we required the best and most talented construction team possible – one composed of people with great values, solid integrity, and a desire to grow with a pride of accomplishment. Except for staying small to medium size, I believe we have done a pretty good job of achieving this, along with (not forgetting) a great partner called straight-out 'Good Luck'!

As we have learned (and continue to learn), growth comes with a cost. The cost of growth is the effort to communicate and demonstrate our words by our actions. **To remain consistent with our Core Values we must invest in our ability to communicate our Core Values and purpose to our people and then to live out our Core Values and purpose with our people.** And, by 'communicate', I mean an effort which results in the Magnum Team truly understanding our Purpose and Core Values, resulting in a desire to also live them together.

Simply stated, they are:

1. All One Safe Team
2. We Tell it Straight
3. Zero Punch
4. We Set the Standard
5. Passionate For What We Do

*Gary Robinson*

*February 2022*



## **1. All One Safe Team**

*Safety First. Team Respect & Collaboration Family Outlook Flexibility to Fit the Need*

## **2. We Tell It Straight**

*Honesty. Transparency. Own it! "You Can Count on Me."*

## **3. Zero Punch**

*"We do it Right". On Time. Without Complaint.*

## **4. We Set the Standard**

*We Complete the Seemingly Impossible. Earn It Daily. Overcome Roadblocks. Empowered Employees.*

## **5. Passionate For What We Do**

*Welcoming Opportunities. Positive & Upbeat. Pro-Active Problem-Solvers. Pursuit of Knowledge.*



## Core Values

### 1. All One Safe Team

*Safety First Team Respect & Collaboration. Family Outlook. Flexibility to Fit the Need*

This to us says so much. We say “Team” -- yet for the sake of this Core Value statement, the word “Team” could be interchangeable with the word “Family”. It is meant to be the relatively small family of “Magnum” where we are in it together. It borrows many concepts from the Navy Seals in that we all win together, and we look out for and support each other. We do not necessarily have to like each other but we do need to respect, build trust, and work well with each other as one. The whole is more than the sum of its parts, and if each person does their individual job safely and well but within the context of a collaborative team working together, we will be successful and to that extent, we will share in the ‘Win’.

This also encompasses our value for health and safety on the job as well as off. We strive to achieve the best safety practices because we are in it for the long run (not merely the short-term gain), we need to protect the people who are making it all happen, and ultimately, it’s good for business. Our sincere desire is that each team member has a long, rewarding career with Magnum and retires in the best possible health so that they can enjoy a long and well-deserved retirement, and our attention to the health and safety of Magnum is therefore of extreme importance.

This value extends to the families of the Magnum Team as well. We support and encourage a strong and balanced personal family life. Never miss an important family event. We are flexible and willing to meet each other’s personal needs of family first, making sure that our obligations to work and customers are covered while at the same time having a depth of team support, respect, and collaboration to make it all happen.

Our Team is our strongest and most important asset. We will strive to help them grow to the level they choose by whatever mutually beneficial means we can.



## **2. We Tell It Straight**

*Honesty.*

*Transparency.*

*Own it!*

*“You can count on me.”*

Magnum’s Success has largely been due to the integrity of the Magnum employees. This cannot be understated! When there is a problem, the best solution has always been to tell it straight out without putting a candy-coating on it. This value is as important when dealing with fellow team members as it is when dealing with our customers. The sooner we know we have a problem, the more options we have to address the problem and expediently remedy it. Quickly communicating with leadership to apprise of problems fully and focusing on possible solutions translates into service to our team and customers. There is a direct correlation between our personal level of honesty and integrity and our long-term success: we can count on each other, and our customers can count on us.



### **3. Zero Punch**

*“We do it right.” On Time. Without Complaint.*

Magnum takes great pride in its reputation for Quality. We strive to have a “Zero Punch List” on every job, whether projects in the field, or in the office. Taken together, we strive to do whatever task we do thoroughly, without complaint, and correctly the first time. We ‘do it right’ by tailoring our efforts to match the exact needs of customers and team members. This means knowing the needs of team members and customers, treating people with respect, and making a sincere effort to foster good and lasting relationships.

Performing on-schedule, working within the parameters given, even moving our schedule to fit our customer’s schedule, is part of our DNA.

Part of doing it right is getting the project completed and delivered on time, a competence that we believe adds value to our customers. We understand their need to meet demanding schedules and we follow through based on their needs, without complaint.



## **4. We Set the Standard**

*We Complete the Seemingly Impossible. Earn It Daily. Overcome Roadblocks. Empowered Employees.*

It began in the field. We understood from our start that to break into a relatively closed market, we had to stand out. Borrowing techniques from some of the best service-oriented businesses of the time, we gradually established a foothold into the commercial drywall construction market and then raised the bar in terms of service and quality. When called to start a project, we do it with expedience and force. When a mistake is made, we immediately see the best solution. When a schedule is changed or when the scope is revised, we respond appropriately with efficiency and fairness for all concerned.

We seek to be the 'go-to solution' choice for our customers. We respond quickly, rise under pressure, perform in-spite-of it, and complete the seemingly impossible. We have a 'can-do' culture which works around, over and under roadblocks, resulting in the best-in-our-field service for our customers.

Our key people are empowered to make decisions to progress the project, and we stay on top of the best industry practices and technology.

We see problems as opportunities to show value to our customers; we look for the best possible "Win/Win" solutions.

We Set the Standard.



## **5. Passionate For What We Do**

*Welcoming Opportunities. Positive & Upbeat. Pro-Active Problem-Solvers. Pursuit of Knowledge.*

From the onset, Magnum has always strived to be the best at what we do. We take every opportunity to excel, and our meaning is wrapped up with the excellence we maintain and the appreciation our customers express when they see it. This value continues to help us compete by differentiating us from our competitors. This in turn ignites even more of a passion inside us to excel and serve our customers, something that will serve us well in all aspects of our life.

We approach projects and relationships in a positive and upbeat manner, helping our customers and employees achieve win-win outcomes through creative team problem-solving. Creative solutions depend on being current with the trends, materials, technology, and current thinking in our industries, and we support on-going education and self-growth to be the best at what we do.

We feel that living these values has a direct relationship to our long-term success as well as how successful we ultimately become. It is our belief that with great success also comes a greater ability to share the rewards of our success by providing personal and professional growth opportunities to all our team members. This will translate back into making it possible for our team members to best achieve the “Quality of Life” we all seek personally.