



# Mission, Vision & Values

The world is changing all around us. To continue to thrive as a business over the next ten years and beyond, Smith Crane & Construction looks to the future. As an organisation we must understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today.

## Our Mission

Our mission is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- › To provide consistently higher standards...
- › To inspire moments of optimism and stimulate our goal of being the best...
- › To create value and make a difference for the clients we provide services to and for our employees.

## Our Vision

Our vision serves as the framework for our Mission and guides every aspect of our business by describing what we need to accomplish in order to continue achieving supportable, quality growth.

- › **People:** Be a great place to work where people are inspired to be the best they can be.
- › **Partners:** Nurture a winning network of clients and suppliers, together we create mutual, enduring value.
- › **Planet:** Be a responsible citizen that makes a difference by helping build and support viable communities.
- › **Profit:** Maximise long-term return to shareowners while being mindful of our overall responsibilities.
- › **Productivity:** Be a highly effective, lean and fast-moving organisation.

## Our Winning Culture

Our Winning Culture defines the attitudes and behaviours that will be required of us to make our mission a reality.

## Live Our Values

Our values serve as a compass for our actions and describe how we behave in the world.

- › **Leadership:** The courage to shape a better future
- › **Collaboration:** Leverage collective genius
- › **Integrity:** Be real
- › **Accountability:** If it is to be, it's up to me
- › **Passion:** Committed in heart and mind
- › **Diversity:** being in front of the pack by using our ingenuity
- › **Quality:** What we do, we do well

## Focus on the Market

- › Focus on needs of our clients
- › Get out into the market and listen, observe and learn
- › Focus on execution in the marketplace every day
- › Be insatiably curious

## Work Smart

- › Act with urgency
- › Remain responsive to change
- › Have the courage to change course when needed
- › Remain constructively discontent
- › Work efficiently

TIM SMITH. MANAGING DIRECTOR

A handwritten signature in blue ink, appearing to read "Tim Smith", is written over a white rectangular background.

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