



TO BUILD THE BEST

West Roofing System's

Top 20 Fundamentals

These top 20 fundamentals define our unique workplace culture and serve as the building blocks to help our employees, community, customers, and company.

OUR CAUSE IS TO BUILD THE BEST AND THIS IS HOW WE DO IT

1. DO WHAT'S BEST FOR THE CUSTOMER

In all situations, do what's best for the customer, even if it's to our detriment. There's no greater way to build a reputation than to do what's right for others steadfastly. Everyday.

2. DO THE RIGHT THING, ALWAYS

Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, even when no one's looking. Always tell the truth. If you make a mistake, own up to it, apologize, and make it right.

3. MAKE QUALITY PERSONAL

Take pride in the quality of everything you touch and everything you do. Always ask yourself, "is this my best work"? Everything you touch has your signature on it. Sign in bold ink.

4. DELIVER LEGENDARY CUSTOMER SERVICE

Do the little things, as well as the big things that blow people away. Create extraordinary experiences they'll tell others about. Mere customer satisfaction is for lesser companies. Create customer loyalty by doing the unexpected.

5. BE A FANATIC ABOUT RESPONSE TIME

People expect us to respond to their questions & concerns quickly, whether it's in person, on the phone, or by email. This includes simply acknowledging that we got the question and we are "on it," as well as keeping those involved continuously updated on the status of outstanding issues.

6. HONOR COMMITMENTS

There's no better way to earn people's trust than to be true to your word. Do what you say you're going to do when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. Allow extra time for surprises and delays, and don't let these become excuses.

7. PRACTICE BLAMELESS PROBLEM-SOLVING

Apply your creativity, spirit, and enthusiasm to developing solutions rather than pointing fingers and dwelling on problems. Identify lessons learned and use those lessons to improve our processes, so we don't make the same mistake again. Learn from every experience. Consider above the line accountability.

8. FIND A WAY

Take personal responsibility for making things happen - somehow, someway. Respond to every situation by looking at how we can do it, rather than explaining why it can't be done. Be resourceful and show initiative.

9. GET CLEAR EXPECTATIONS

Create clarity and avoid misunderstandings by discussing expectations upfront. Establish mutually understood objectives and deadlines for all projects, issues, and commitments. Where appropriate, confirm your communication by asking others to repeat back their understanding to ensure total clarity and agreement.

10. SPEAK STRAIGHT

Speak honestly in a way that moves the action forward. Make clear and direct requests. Say what you mean, and be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected.

11. GO THE EXTRA MILE

Be willing to do whatever it takes to accomplish the job...plus a little bit more. Take the next step to solve the problem. Even if it takes doing something that's not in your job description, it's the extra mile that separates the average person from the superstar. Be a superstar.

12. CREATE WIN/WIN SOLUTIONS

It's a two-way street. Learn to think from others perspective. Discover what they need and find a way to help them meet those needs while also fulfilling your own. Win/win solutions are always more effective and longer lasting than win/lose solutions.

13. CELEBRATE SUCCESS

Catching people doing things right is more effective than catching them doing things wrong. Regularly extend meaningful acknowledgment and appreciation in all directions throughout the company.

14. BE OBSESSIVE ABOUT ORGANIZATION

Regardless of the quality of your work, if you can't manage multiple issues, tasks, and promises you won't be a superstar. Maintain a clean and orderly work area. Use an effective task management system for prioritizing and tracking outstanding issues and responsibilities.

15. LOOK AHEAD AND ANTICIPATE

Solve problems before they happen by anticipating future needs and addressing them in advance. Preventing issues is always more effective than fixing them.

16. ALWAYS ASK WHY

Don't accept anything at "fact-value" if it doesn't make sense to you. Be curious and question what you don't understand. Vigorous debate creates better solutions. There's no better question than "why"? Never stop asking it.

17. GET THE FACTS

Don't make assumptions. There's always more to the story than it first appears. Gather the facts before jumping to conclusions or making judgments. Be curious about what other information might give you a complete picture.

18. BE RELENTLESS ABOUT IMPROVEMENT

Regularly re-evaluate every aspect of your job to find ways to improve. Don't be satisfied with the status quo. "Because we've always done it that way" is not a reason. Keep getting better.

19. PAY ATTENTION TO THE DETAILS

From the spelling of the client's name to the specific language of their fundamentals, from the wording on a survey to the colors on a logo, details matter. Be a fanatic about accuracy and precision. Double check your work. Get the details right.

20. KEEP THINGS FUN

Remember that the world has bigger problems than the daily challenges that make up your work. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously. Laugh every day!



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