



## Purpose and Culture

Tuesday August 30th, 2023



**2023**

**\$154,795,000**

**8 acquisitions during 2020/21**



537 Employees

16 offices

**APPLIED**  
INNOVATION | HEALTH

**APPLIED**  
INNOVATION

**2019**

**\$101,560,650**

410 Employees



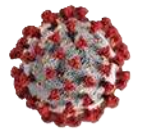
**2017**

**\$71,128,805**

337 Employees

**2020**

**90M**



**Covid 19**

434 Employees

**2013**

**\$41,987,137**

186 Employees

**Net Smart**  
PLUS

Quarterly managers meeting

**1987**

8 Employees

**1988**

**\$1,270,904**

9 Employees

**2003**

**\$10,470,924**

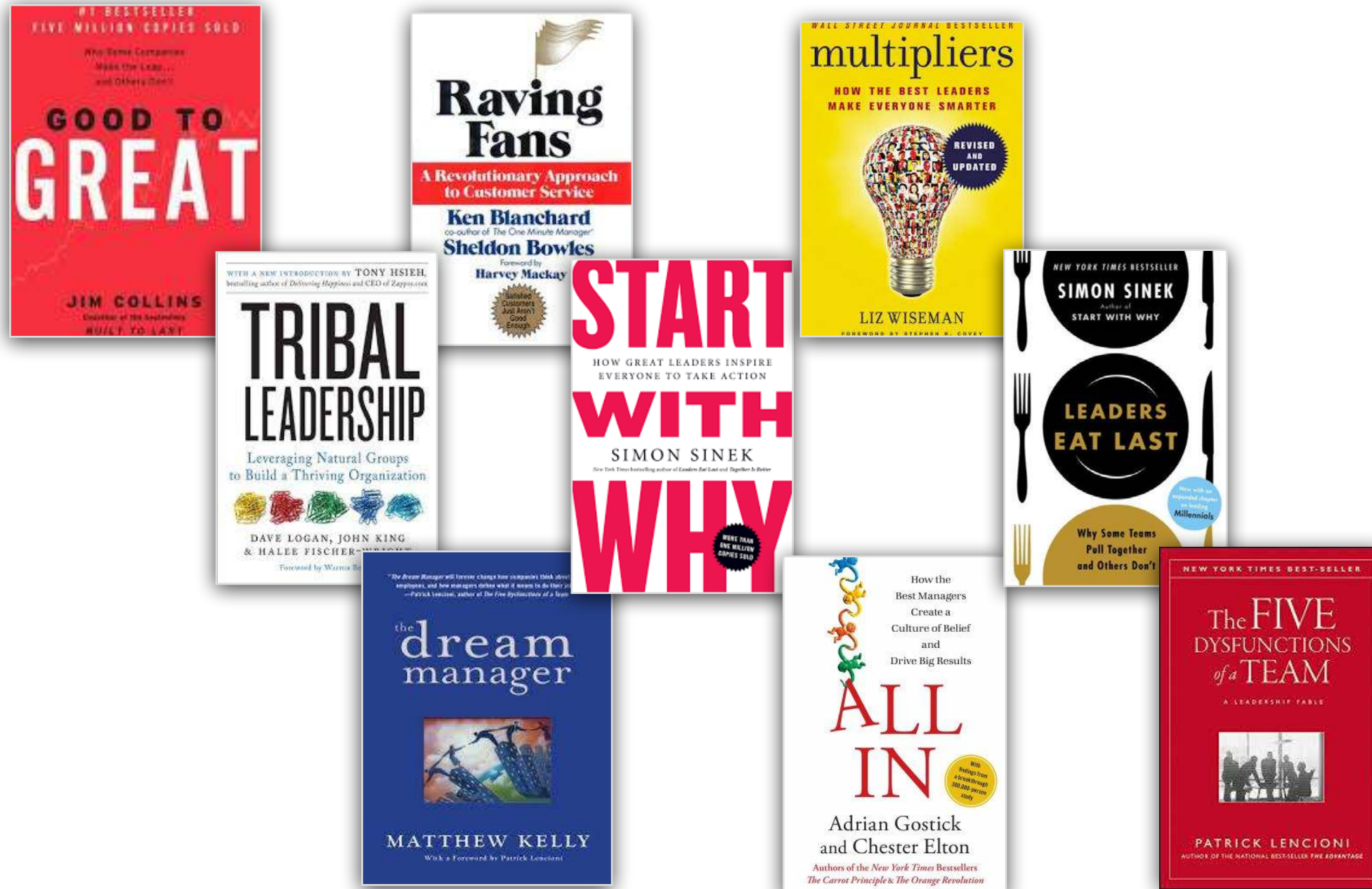
67 Employees

**2009**

**\$16,686,151**

93 Employees

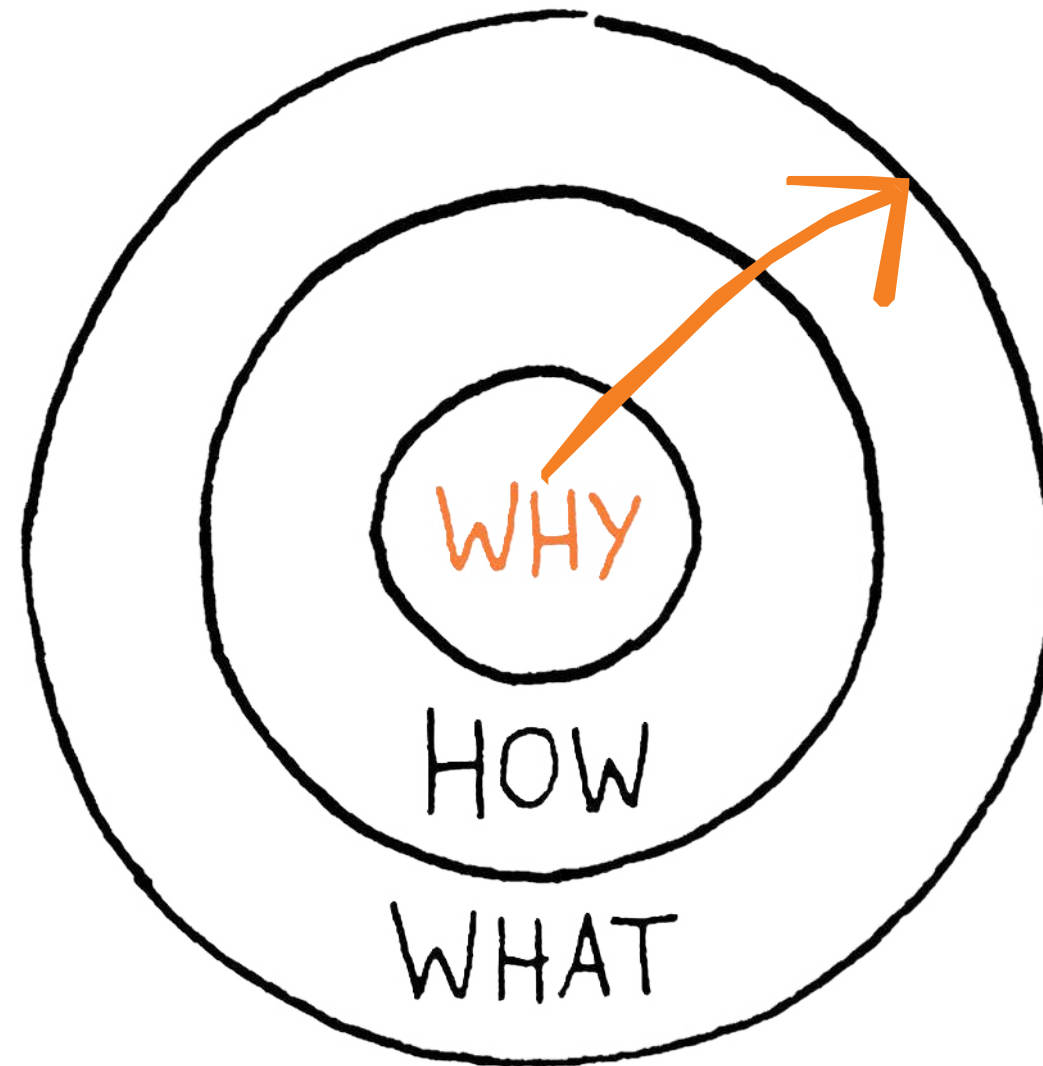




What is our purpose? Define our culture



# The Golden Circle



# Our Why/Our Purpose



 **BTU**  
Build team unity



 **COMMUNITY**  
Pay it forward



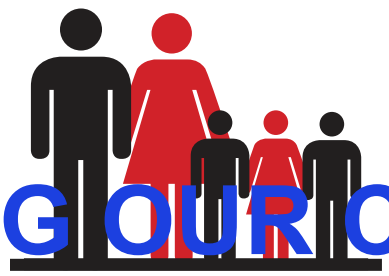
 **CREATIVITY**  
Cultivate, sow, create, grow



 **DREAM**  
Imagine. Envision. Do.



 **FAMILY**  
Committed to supporting family



 **FUN**  
Fun is good

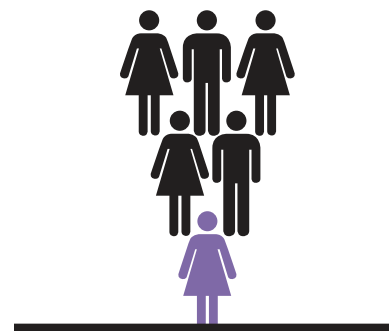


# DEFINING OUR CULTURE

 **HTN**  
Hit the number



 **HUMILITY**  
Modest yet courageous  
Humble yet fearless



 **INTEGRITY**  
Do the right thing – always



 **SBS**  
Success by selection



 **SERVICE**  
Fast • Friendly • Amazing



## Cr



**APPLIED**  
INNOVATION

## elements of success

**Htn** hit the number  
**Hm** humility  
**Fn** fun  
**Sv** service  
**In** integrity  
**Cm** community





# Service

Sv

oh by the  
way my son's  
name is NATHAN -  
it means  
"Gift of God"



## 3 Keys of Service Excellence

### Fast

- I respond to people and situations accurately and quickly.
- I take action now.
- I use my time and resources wisely.
- I commit to being fast, yet safe.

### Friendly

- I project a positive attitude and energy.
- I smile...and it's contagious.
- I always follow our communication process.
- I treat people with care and consideration.

### Amazing

- I commit to going above and beyond to exceed expectations.
- I am empowered to exceed expectations.
- I seek ways to improve everything.
- Yes It Can Be Done





# Community



2012  
FOCUS<sup>TH</sup>



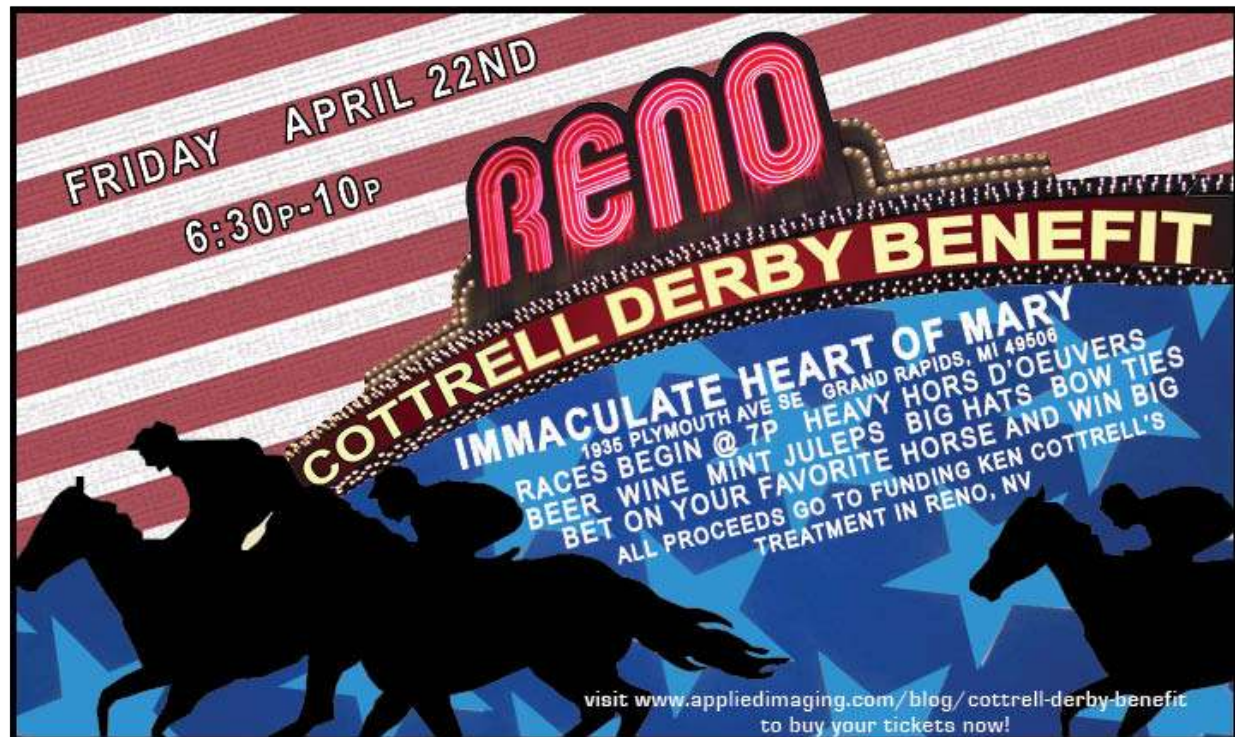
**Habitat**  
for Humanity<sup>®</sup>  
of Kent County



**Habitat for Humanity<sup>®</sup>**  
of Oakland County







# Family





# Benefits of a strong Culture

- Increased ability to attract talent
- Sustainability and Perpetuation...storytelling
- Energized, Enabled, Engaged workforce
- It builds Team
- It's the magic behind Applied Imaging delivering Fast, Friendly, and Amazing service
- Employee Retention
- Motivated Employees
- High Morale
- Enhanced Financial performance

**Passive Leaders : Undermange Values**

**Proactive Leaders : Overmanging Values**





**Thank You!**

