STRATEGIC INTENT
Purpose, Mission, Vision and Values
March 31, 2021
To open a world of possibilities using mass timber to build sustainable places for people to live, work and play.
Lead a mass timber movement that transforms the way we imagine buildings and protect the earth.
Deliver the highest quality mass timber solutions to our construction and ground protection customers while supporting their success through every step of their project.
Service to our Customers

Ensure that every associate and customer is satisfied with what we do and how we deliver.

- Listens carefully to what customers say about their needs, wants or concerns
- Provides prompt, clear communication and relentlessly follows through
- Has a bias for action and a sense of urgency about meeting expectations
Respect for the Individual

We believe that every person is of equal value and deserves to be treated with respect.

- Listens without judgment and seeks to understand
- Treats associates and customers with respect
- Understands the value of diverse ideas and opinions
Execution Excellence

We are individually committed and collectively accountable for producing high quality results on time and on budget.

- Follows through on commitments and agreements
- Prioritizes safety, quality and customer satisfaction
- Consistently meets or exceeds performance expectations
Integrity in Everything

We are committed to ethical behavior and operate with truth, trust and transparency in everything we do.

- Does what’s right no matter the circumstances
- Consistently adheres to strong moral and ethical principles
- Unyielding integrity in the design, manufacture and application of our products
Thriving Together

We believe that by working together, our collective efforts will naturally achieve growth and profitability.

- Supports our profitability by treating the business as if it were their own
- Strives to ensure that the quality of their work is beyond reproach
- Knows that when we grow individually the whole company grows
VALUES AND BEHAVIORS

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