

# Reaching Aluma Tower's Full Potential

Company Culture





Aluma's goal  
is very simple.

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*We strive to be the supplier  
of choice in every industry  
we serve by reaching our  
Full Potential as a company.*

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Aluma understands a fundamental **Full Potential** principle that is often overlooked...

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*We cannot achieve our Full Potential as a company if we do not maintain an environment and culture where each employee can reach his or her individual Full Potential.*

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In other words...

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*The success of Aluma is directly related to the success of our team members.*

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# Aluma recognizes we have a responsibility to you as a valued team member...

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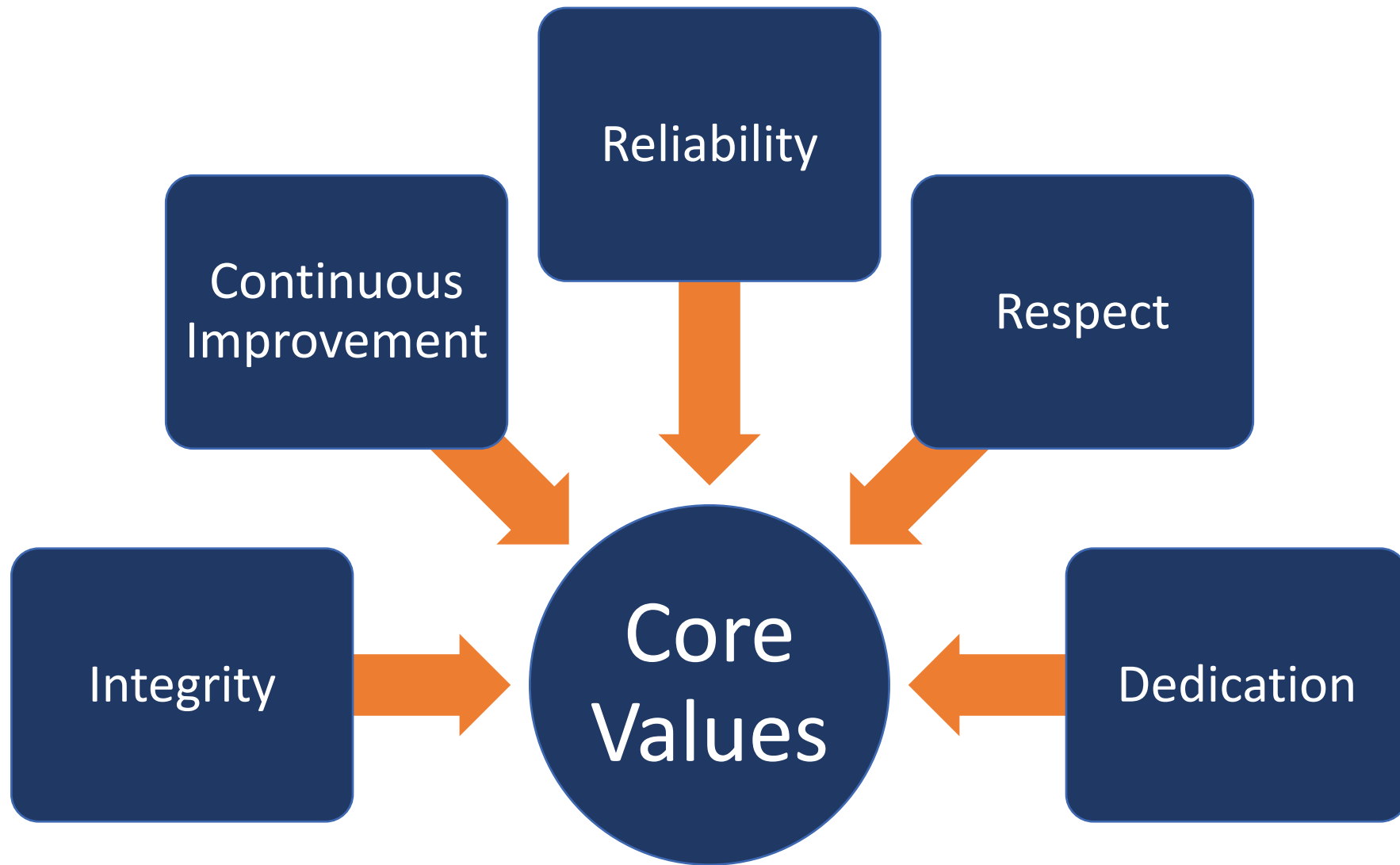
*Employees seldom achieve their **Full Potential** as team members if the employer doesn't provide an environment where they can enjoy a full measure of success. By providing a positive and productive work environment, employees tend to also enjoy success in the rest of their lives.*

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Aluma approaches its mission with foundational **core values** and key **operating principles**, which translate easily between personal and professional life.





# Aluma's Core Values



**Integrity:** behaving honorably, even when no one is watching.



**Continuous Improvement:** nobody is perfect. practice the ongoing effort to solve problems, improve the efficiency of your work processes, and learn new things.



**Reliability:** keep the promises you make, strive to be punctual, meet deadlines and expectations.



**Respect:** value other people. exercise care with the words you speak and be considerate of other people's ideas and feelings.



**Dedication:** hard work is the key to success. achieving a goal takes perseverance, a good attitude, and self-discipline.



# Aluma Operating Principles



**“Wisdom of the Team”**: an empowered, collaborative team makes better decisions than individuals on their own.



**“Influence without Authority”**: hierarchy is old school. operating as a flat organization where everyone influences what happens will drive accountability and success.



**“Shuttle Diplomacy”**: building a consensus around a great idea best occurs when the team member consults with others individually, growing the idea and extending ownership.

# Aluma Operating Principles



**“Proactive Honesty”**: we all have an obligation to reach out and tell others what they reasonably need to know instead of waiting to be asked.



**“Course Correction”**: it’s okay to make mistakes. learn quickly from them and aggressively right the ship.



**“Redemption”**: we need to forgive those around us who make a mistake, acknowledge it, and make a timely course correction. forgiving means forgetting the mistake was ever made.

# Aluma Operating Principles



**“Willing Suspension of Disbelief”:** many good ideas are wasted when we prematurely elect to be disbelievers. we need to give team members an opportunity to advocate for their ideas.



**“Becoming an Expert”:** every team member will take a huge step forward to reaching his or her *full potential* by becoming a team expert in a discipline critical to the business.



**“Conditions of Employment”:** a collaborative team is the fiber of our organization. there are certain qualities that all team members must possess: honesty, commitment, accountability, timeliness, and loyalty, to name a few.

By laying this strong foundation,  
Aluma employees will adhere to  
the upper sections of this  
pyramid...



**"I identified a problem, figured out what caused it, researched how to fix it, and I fixed it. Just wanted to keep you in the loop."**

**5**  
MOST HELPFUL

**"Here's the problem, here's what I think caused it, here are some possible solutions, and here's the solution I think we should pick."**

**4**

**"Here's the problem, here are some possible causes, and here are some possible solutions."**

**3**

**"There is a problem, and I've found some causes."**

**2**

**"There is a problem."  
*Then you walk away, leaving someone else to deal with it.***

**1**  
LEAST HELPFUL

*\*Helpful Hierarchy, used from "Responsibility Virus" by Roger Martin*

Aluma has contributed  
*significant  
investments*  
into the organization in  
support of everyone  
reaching their  
**Full Potential**



# Some examples include...

- Acquiring **new tools** to improve sales processes
- Expanding into **new sales verticals** like paramilitary organizations and entertainment/amusement areas
- Expanding with **new product offerings** including a steel tower product and customer service portal
- Implementing **new software** that will empower HR to track personnel initiatives, promote employee recognition, and launch an updated Employee Manual
- Successfully collaborating and **re-launching** our ERP, Global Shop
- Launching a **writing program** to fine-tune our skills
- Starting a **Full Potential** weekly leadership meeting to promote various operating principles

# Reflect on this...



We encourage you to consistently use these Core Values and Operating Principles as tools in your personal life.

You will earn deep respect from those in your life and achieve self-fulfillment.

And it will help advance you towards your own Full Potential.



In realizing our  
**Full Potential**  
as individuals,  
Aluma Tower will  
reach its  
**Full Potential**  
as an  
organization.

