



# CULTURE DECK

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This culture deck represents an extension of OUR VALUES and cultivates an environment paramount for WINNING!

# MISSION STATEMENT

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- Our mission is to build homes and develop communities where value, location, and lifestyle come together.

# OUR VISION

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- To assemble and empower exceptional individuals who are committed to excellence, professional growth, and are passionate about winning!
- To expand our market share by offering dynamic floor plans, with smart options and competitive pricing in locations where people want to live.
- To embrace cutting edge technologies, best practices and streamlined processes that set us apart from the competition.

# VALUES



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- **PEOPLE:** Find the best and empower them to become great.
- **CHARACTER:** Be honest and act with integrity.
- **CAPITALISM:** Lead the competition in the marketplace and reward for excellence.
- **COMMUNICATION:** Connect regularly with clients, vendors, teammates and associates.
- **ADAPTABILITY:** Embrace change, creativity and innovation.
- **RELATIONSHIPS:** Invest in them continuously - they are the gateways to success.
- **EFFICIENCY:** Implement streamlined and simple processes.

# OUR CULTURE IS EVOLVING

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Every year, as we learn more, we will refine our culture further. The following pages represent our values and beliefs for how we run our business.

## **We Aren't For Everyone!**

Many of these philosophies are adopted from business gurus like Jim Collins, Steven Covey, and others. Our thanks to them for the inspiration they provide!



**LOTS OF COMPANIES HAVE  
NICE-SOUNDING MISSION  
STATEMENTS AND VALUES.**

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**FEW MAKE THEM REAL.**



# REAL COMPANY VALUES

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As opposed to the nice sounding values, the real values are shown by who gets rewarded, promoted, or let go.



# THE RIGHT PEOPLE MAKE OUR COMPANY

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The **right people** make **good decisions** and find a way to **win**.  
**Our people** are **empowered** to do **both**!

THE PEOPLE

# TEAM SYNERGY

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- As a team, we believe **every person** has **intrinsic value** with **different skill sets** and **gifts**.
- All teammates are **critical** to the **success** of the company.

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# THE TEAM



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Our team is made up of the following...

- Team **Members**
- Team **Managers**
- Team **Leaders**

We believe that getting the **right people** on board and in the **right seats**, creates **synergy** where  $2+2=10$ .

THE PEOPLE

# TEAM MEMBERS

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- **Embrace** our **cultural values**.
- Are **steady** and **organized**.
- Are **deadline** and **process oriented**.
- Are **productive** as a **team player**, OR **working independently**.
- **Strive** for **excellence**.

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# TEAM MANAGERS



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- Possess all the skills of a Team Member.
- Are **self-motivated, deliberate,** and **result oriented.**
- **Emotionally healthy** and **self confident.**
- **Owens successes** and **failures.**
- Are **growing** and eager to **mentor** others.
- Are great **communicators** and can **resolve conflict.**
- Are able to **multitask, delegate,** and **produce results.**
- **Manage** a team of members under their **direct** daily **supervision.**

THE PEOPLE

# TEAM LEADERS

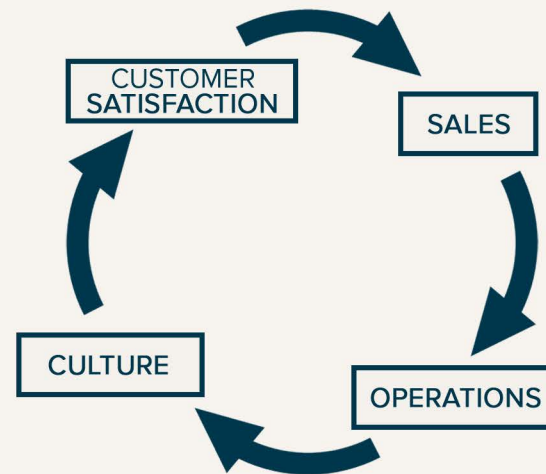
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- Possess all of the traits of a Team Manager.
- Have followers.
- Lead with **vision**, **humility**, and **passion**.
- Put the **right people** on board...in the **rights seats**.
- **Replicate** themselves.
- Understand **how to win** and **get it done**.

# THE WHEEL OF SUCCESS

Each component of the wheel **relies** on the others. All are **equally important!**

**Success** does not come from what one component does **occasionally**, it comes from what they all do **consistently**.



THE PEOPLE

# CULTURAL FIT IS A REQUIREMENT

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- Performance **does not** supersede our cultural values.
- Self Absorbed Superstars: Some companies tolerate them, for us, the cost to teamwork is too high.
- People who **cannot** embrace our cultural values **will not** be here long-term, irrespective of performance.





# EXPECTATIONS OF TEAMMATES

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**We are a culture of team players. When we work as a team, we accomplish more for ourselves, each other, and our customers.**

# OUR TEAMMATES UNDERSTAND WHAT THEIR PRIORITIES ARE

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Should the **priorities** become unclear, our team **managers** and **leaders** are committed to **serve** and **mentor** along the way.

Our teammates **do not** flounder because their **priorities** are **understood**.

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# OWNERSHIP



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- **Mistakes** happen.
- Our people **do not blame**, they **take responsibility** for **wins and losses**.
- People who **refuse** to take **ownership** and have to be micromanaged **will not** be a good **fit** long-term.

EXPECTATIONS

# FLEXIBILITY



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- Roles are different, some are more **flexible** than others.
- Our team members understand this balance and **do not abandon** their **post** or **teammates**.
- We focus on **results**, not hours worked.
- Our people are **not afraid** to **sacrifice** and **work hard** to **achieve** the **objective**.

EXPECTATIONS

# FAMILY FIRST

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Our teammates believe **family** and **home life** is **important!** We **encourage** our people to **invest in** and **be there** for their **family first**.

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# LOYALTY



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- **Loyalty** is **paramount** to our **culture**.
- Teammates may stumble from time to time, Logan Homes may hit a temporary rough patch, but **winners stick together**.
- With that being said, unwavering loyalty to ineffective teammates **is not** what we are about.

EXPECTATIONS



# PERFORMANCE

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- **Performance incentives** are **earned, not entitled**.
- **Determination, loyalty** and other **positive character** attributes are **critical** to our team culture, but at the end of the day, capitalism **rewards performance**.
- You can expect Logan Homes **will do the same**.

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# THE RIGHT ATTITUDE

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- Our teammates come to the table with **positive energy** and **solutions – not problems.**
- Teammates **never** say, “It’s not my job.” They are **willing** to **serve** where and when needed.

EXPECTATIONS

# GIVERS AND TAKERS

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There are **2 types** of **people** in life...

- **GIVERS:** Givers are **full**, willing to **serve**, and **build others** up.
- **TAKERS:** Takers are **needy** and **drain** the life out of all those around.

We **desire** a workplace **full of healthy** individuals **who care** more about others than they do themselves.

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# GROWTH



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- We **desire** a culture of **personal** and **professional growth**.
- Team **members, managers** and **leaders** alike are **encouraged** to **grow** and **challenge** themselves to **greater heights**.
- Logan Homes will **embrace** calculated risks to proactively **expand** our market share.

GROWTH & OPPORTUNITY

# PROMOTIONS

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- **Opportunity** for **promotion** and **growth** are **available** to those who **desire**.
- We **recognize** that not all team members have **manager** or **leadership** aspirations, there are still **opportunities** for **promotion** and **growth**.
- We **promote** from within whenever possible.

# OPPORTUNITIES



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- Logan Homes is **not** a fourth-grade team where everyone gets equal playing time and a trophy regardless of contribution.
- We **offer opportunities** and **reward** team members who **live** the **culture** and **produce results**.
- Having the **right people** on board, and in the **right seats** is **paramount** for a **winning team**.
- Our **goal** is to provide the **very best** seat that will serve both our teammates and Logan Homes.

GROWTH & OPPORTUNITY





**Passion. Character. Excellence.  
Sound like you? Inquire today!**

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