



LDI

AN INTRODUCTION TO OUR CULTURE



CULTURE DECK

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

MISSION STATEMENT

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

OUR VISION

- 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



- **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

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.**



FEW MAKE THEM REAL.

REAL COMPANY VALUES



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



THE **RIGHT PEOPLE** MAKE OUR **COMPANY**

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

THE PEOPLE

TEAM SYNERGY

- 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.

THE TEAM



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 $2+2=10$.

TEAM MEMBERS

- **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**.

TEAM MANAGERS



- 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**.

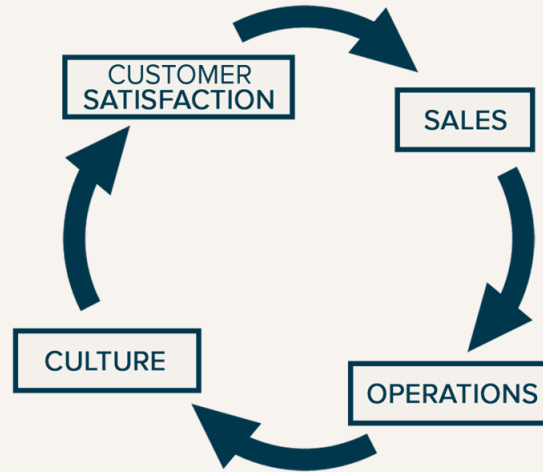
TEAM LEADERS

- 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

- 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

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

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**.

OWNERSHIP



- **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

DEADLINES AND PROCESSES

- We are a **deadline** and **process driven** company.
- **Success** depends on **our teammates** and **departments** meeting their deadlines and following processes.

FLEXIBILITY



- 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

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

LOYALTY



- **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.

PERFORMANCE

- **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**.



THE RIGHT ATTITUDE

- 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.

GIVERS AND TAKERS

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.

GROWTH



- 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.

PROMOTIONS

- **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



- 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.



LDI

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