

# **Creating Our Success in Tomorrow's Clean Water Environment**

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# **Thank You to Those Making All This Happen:**

NAWT: National Association of Wastewater Technicians

Joshua Gunia and A Advanced Construction Services

Justin Wells and Baker Septic Pumping

Dave Lowe and Lowridge Onsite Technologies

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# **Creating Our Success in Tomorrow's Clean Water Environment**

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## START-UP 2011



## GROWTH 2012

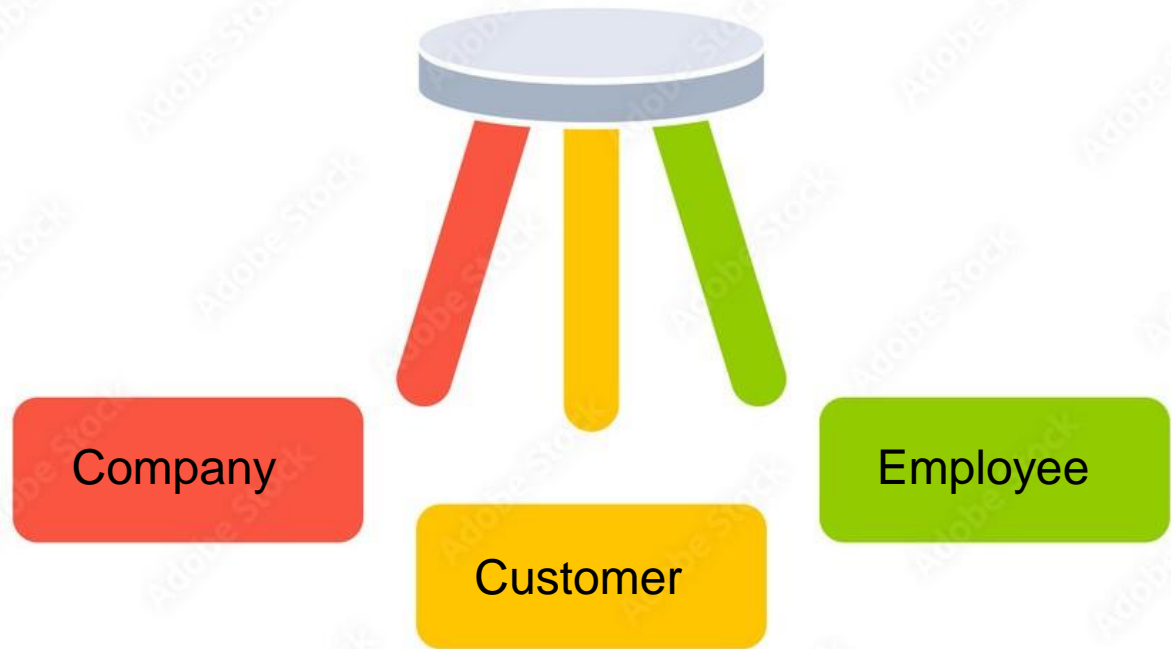


## PROSPERING 2018



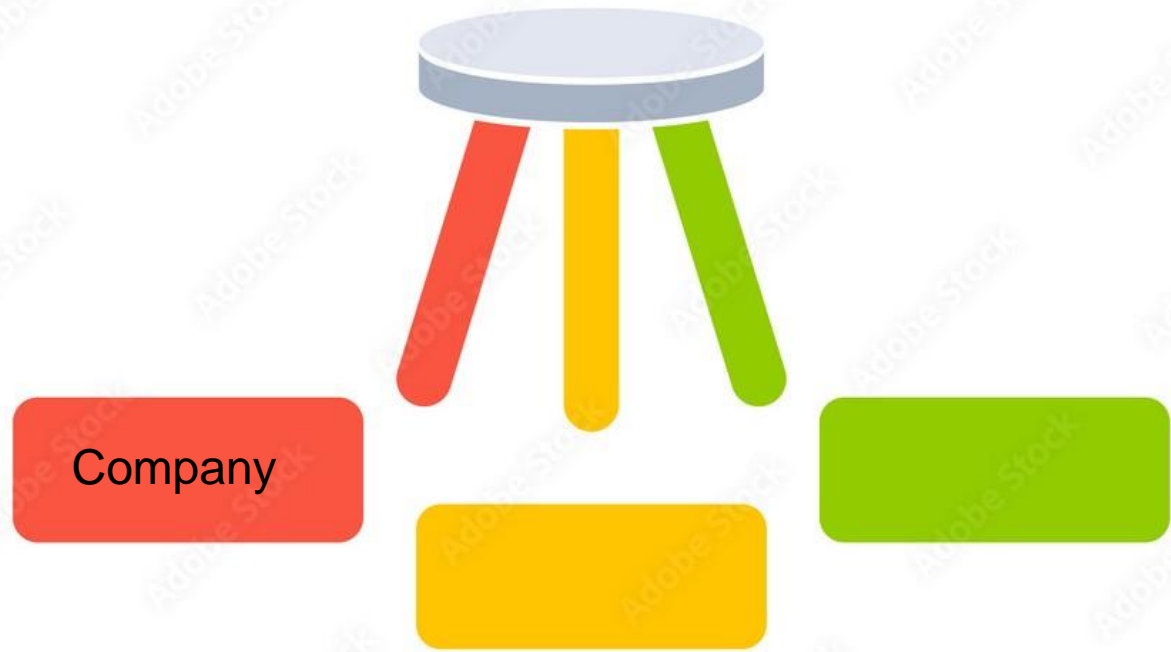
## SCALING 2016











**Frustrating, painful growth**

1-star. Would not recommend.

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# **Cohesive improvement**

Accountability and consistent progress

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**What, specifically, are we building?**

What would tell us we either did  
it, or did not do it?

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**What, specifically, is our purpose?**

What hole would be left in our industry and geographic area if our company went away?

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**What are our specific values and principles?**

What standards will we hold ourselves to?

What criteria will we use to assess decisions?

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# Urgency

We proactively seek positive outcomes with urgency

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**What are our critical liabilities?**

What could put our entire operation in jeopardy?

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**What are our primary functions?**

What are the most important things we do?

(So important that if we get these things wrong, nothing else matters)

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**Vision: What are we building?**

**Mission: What hole would be left behind?**

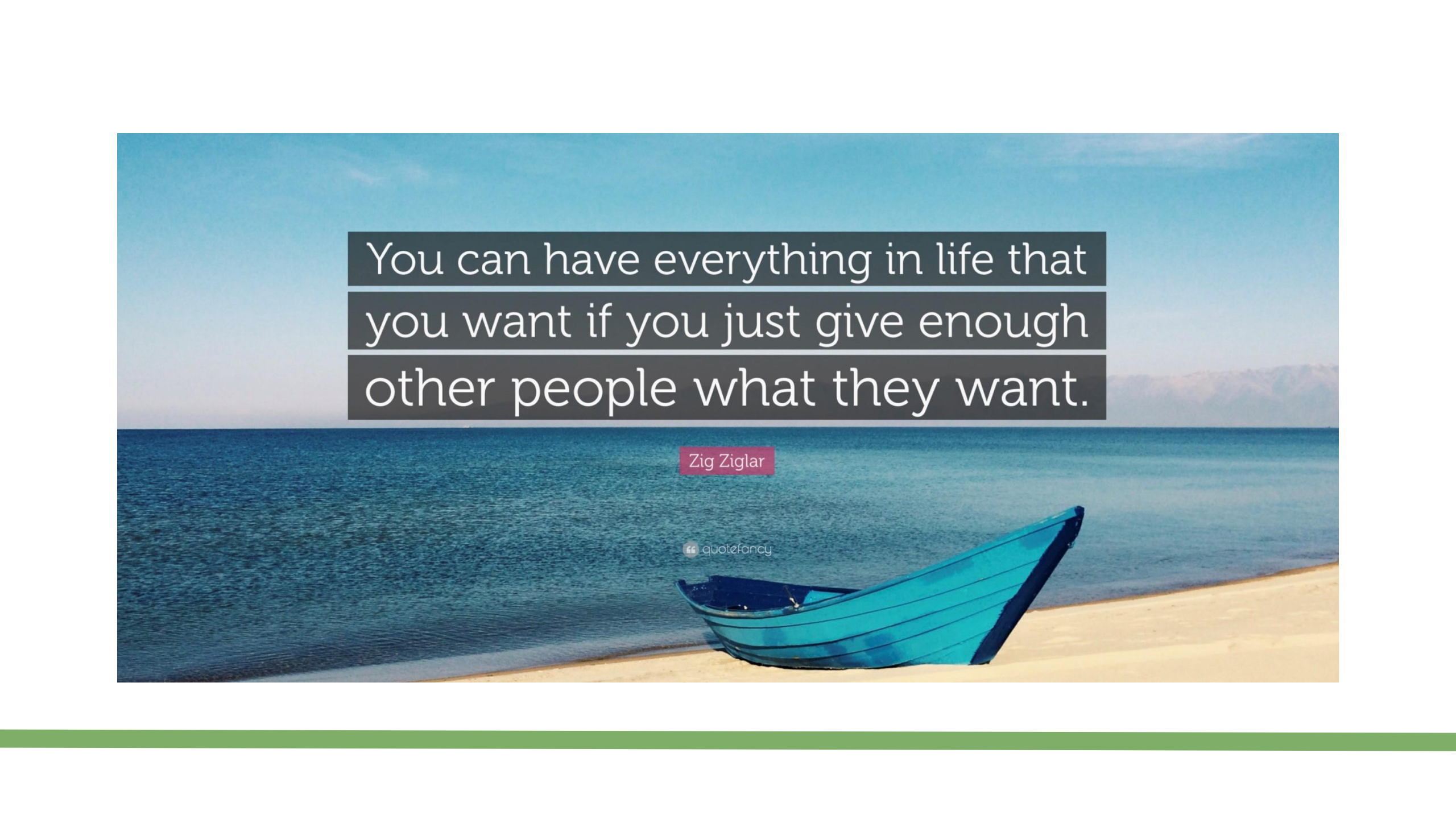
**Primary Functions: What are the most important things we do?**

**What are our values and principles?**

**What are our critical liabilities?**



Customer



You can have everything in life that  
you want if you just give enough  
other people what they want.

Zig Ziglar

quote fancy

~~“Why Don’t They?!”~~

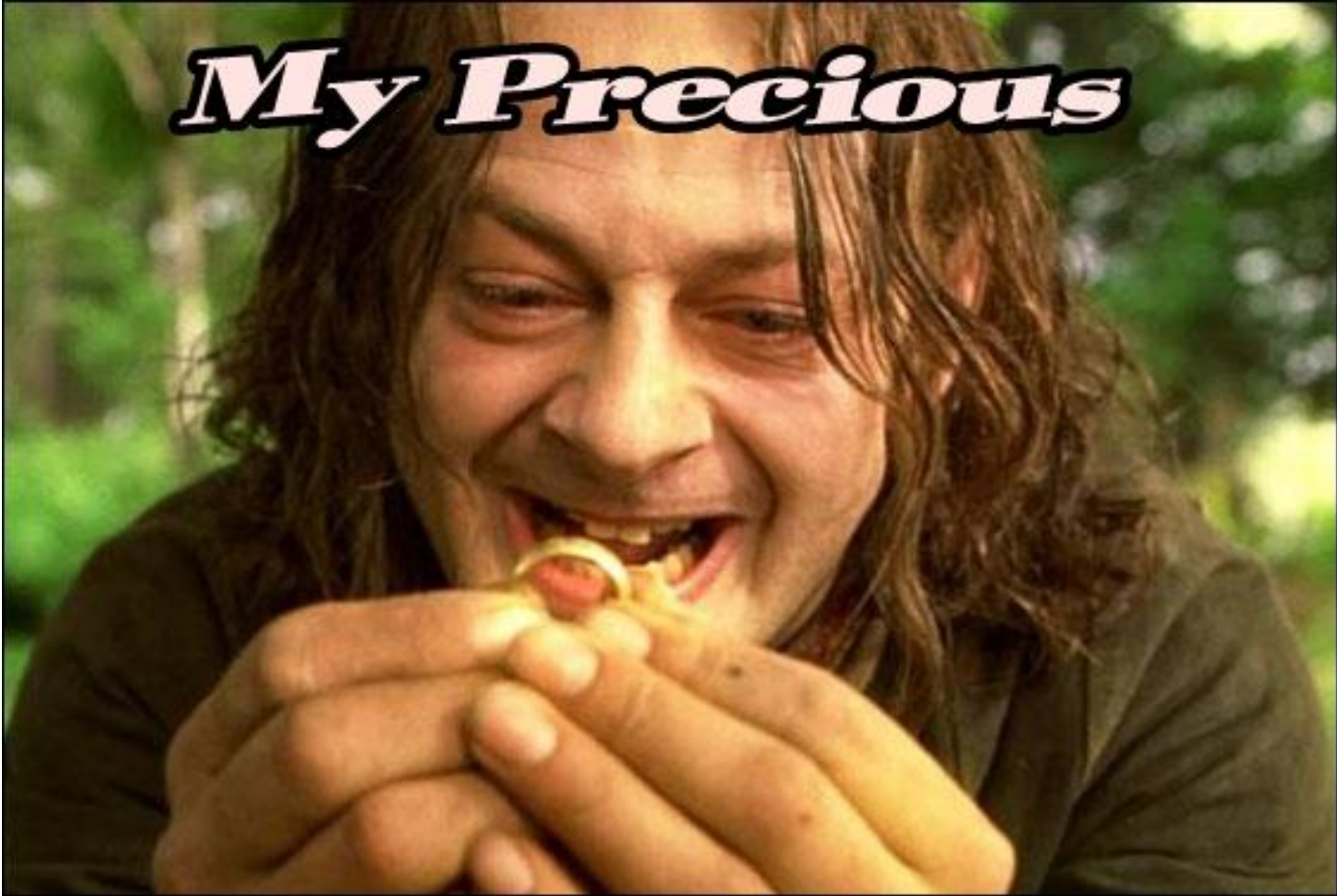
“What’s in it For Them to...?”

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**Trying to stand out**

Hello? Is this thing on?

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# **The greatest unpaid sales force ever**

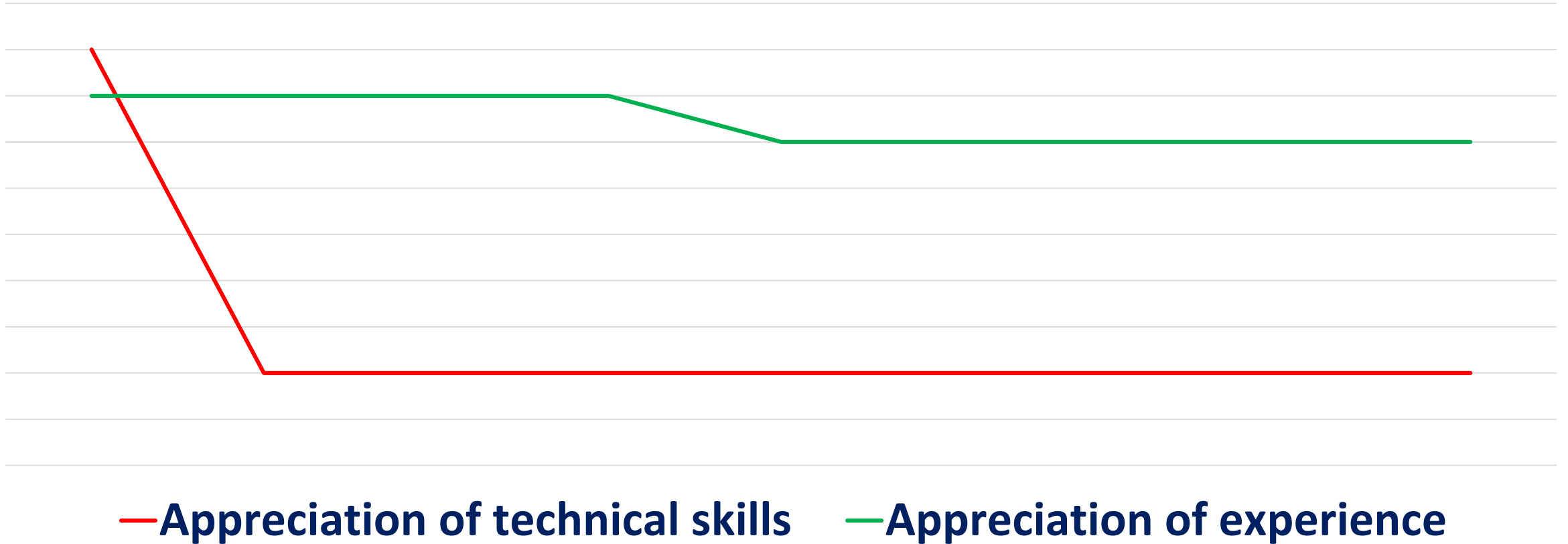
What do you mean you aren't using  
these guys?

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**Our customers generally grant that we are technically proficient in our area of expertise**

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# Plumbing Customer Appreciation



**Our customers' primary concern is solving their own problems and getting what they want**

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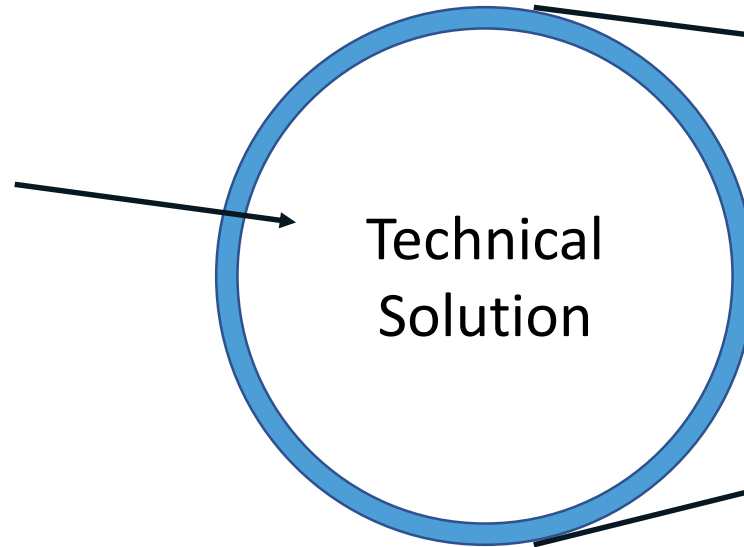
**Our customers assess our performance only on what they can see, feel, understand, and contextualize**

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**Our customers are not likely to verbalize their deepest fears. It's up to us to learn them.**

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This is what  
really matters



Customer's  
Entire Experience



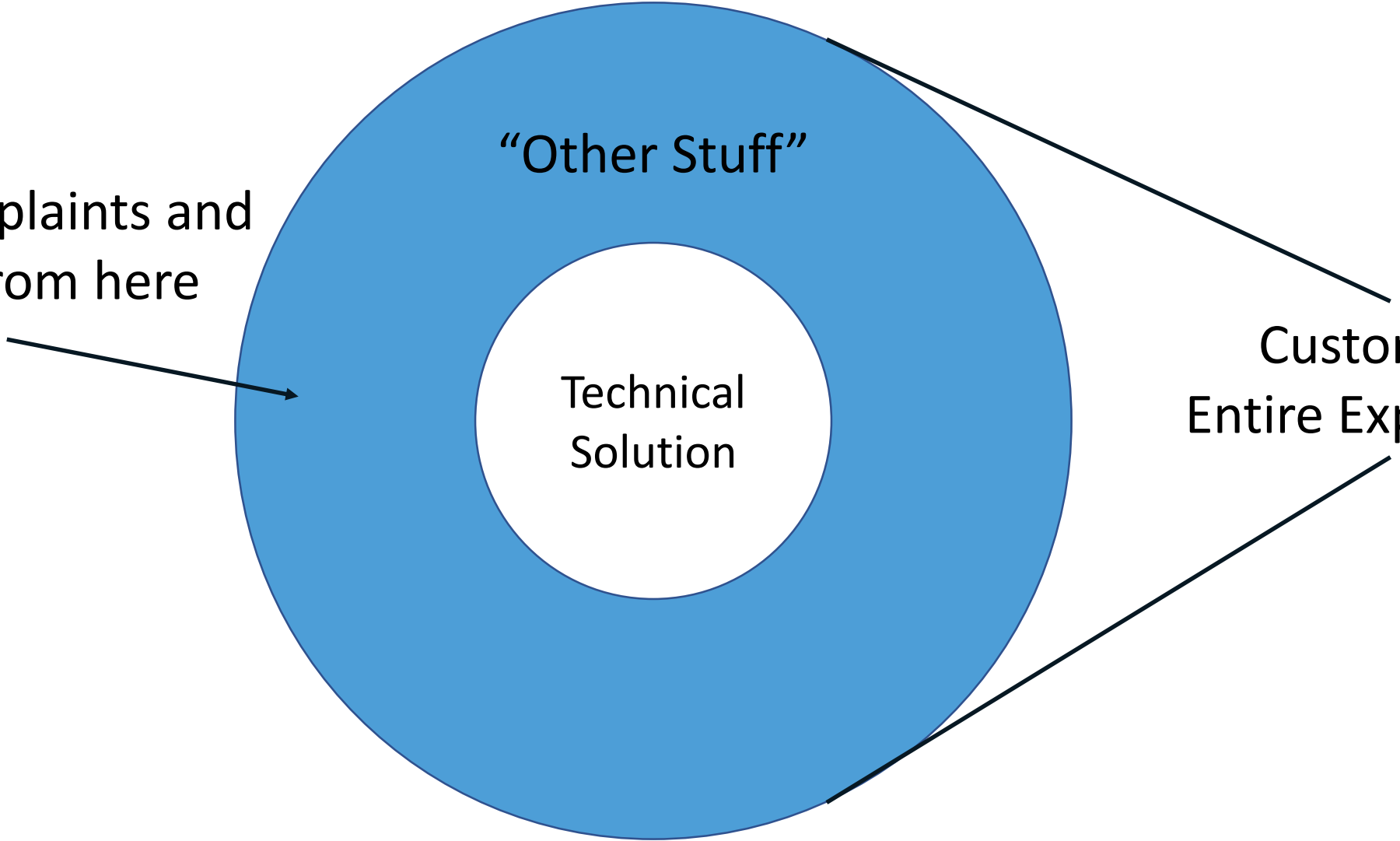


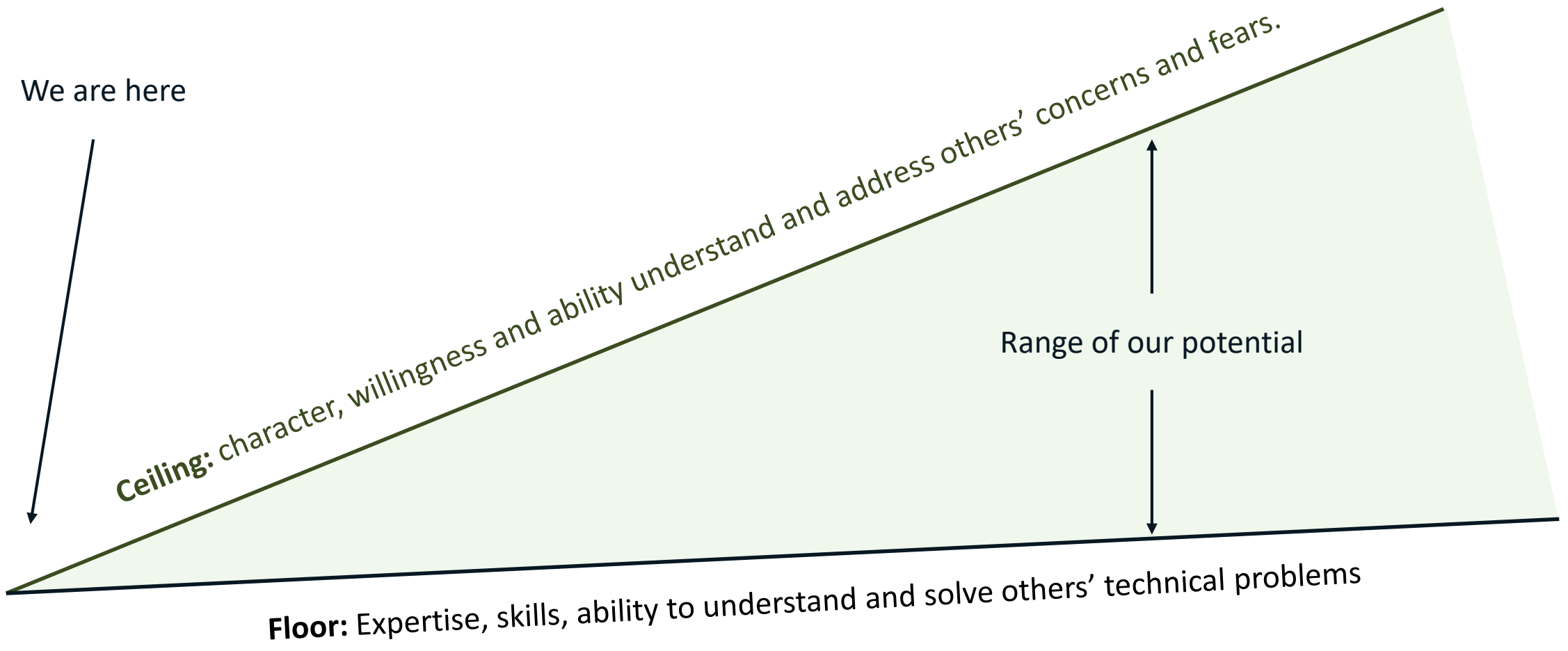
“Other Stuff”

Technical  
Solution

Most complaints and  
kudos from here

Customer’s  
Entire Experience





“Ideas are worth nothing unless executed. Execution is worth millions.”

~ Steve Jobs

“Execution is everything.”

~ Jeff Bridges

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# Remindersville

Home of “I meant to” and “I was gonna”

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# **Proactive Engagement**

The hero emerges

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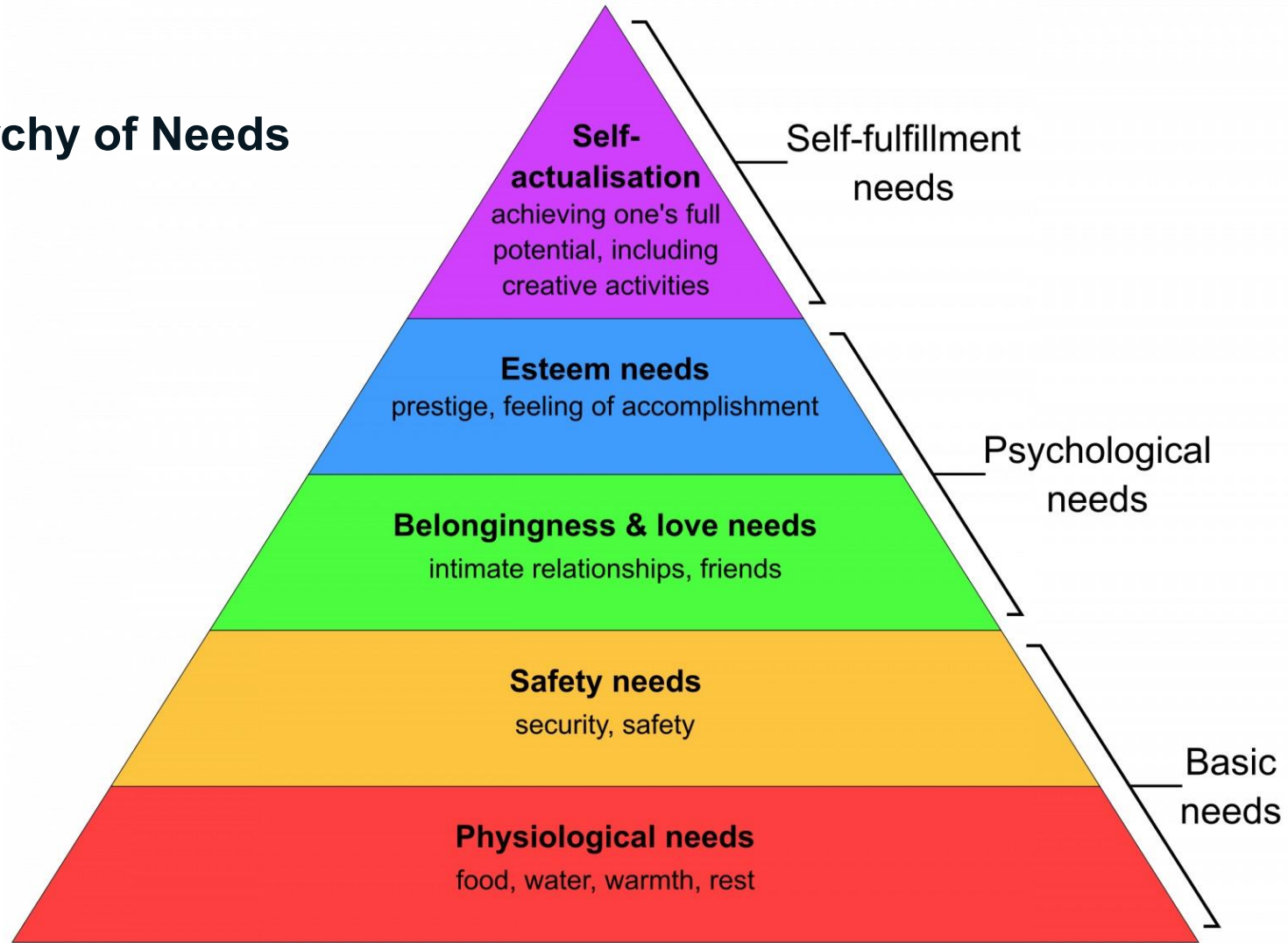
~~“Why Don’t They?!”~~

“What’s in it For Them to...?”

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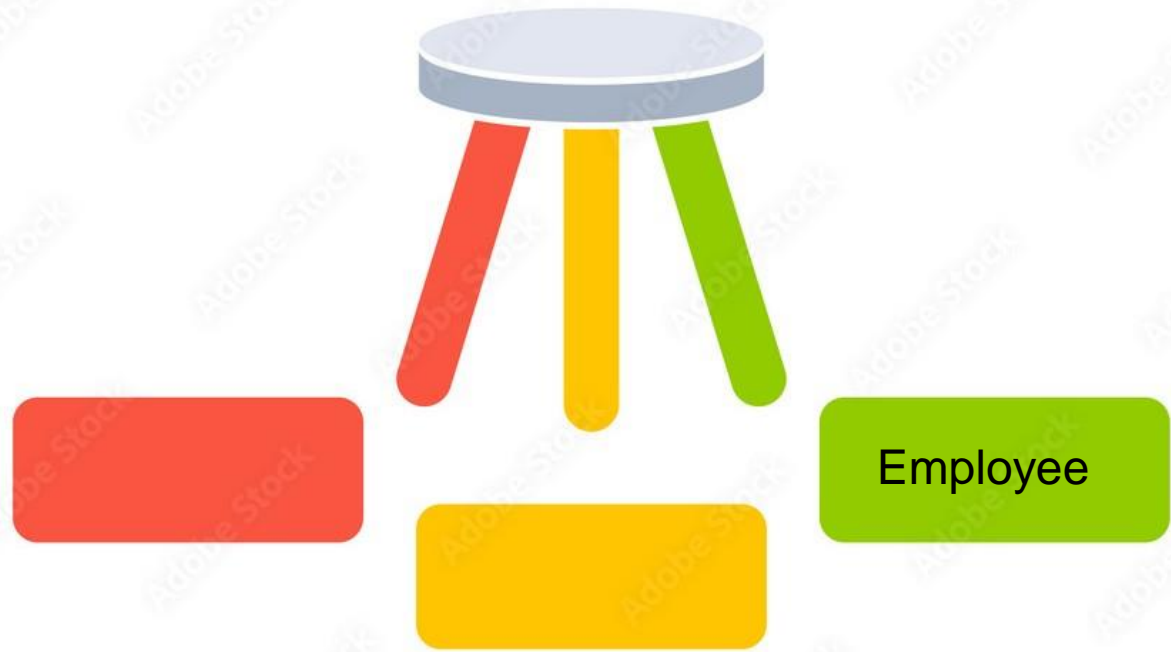
# Maslow's Hierarchy of Needs



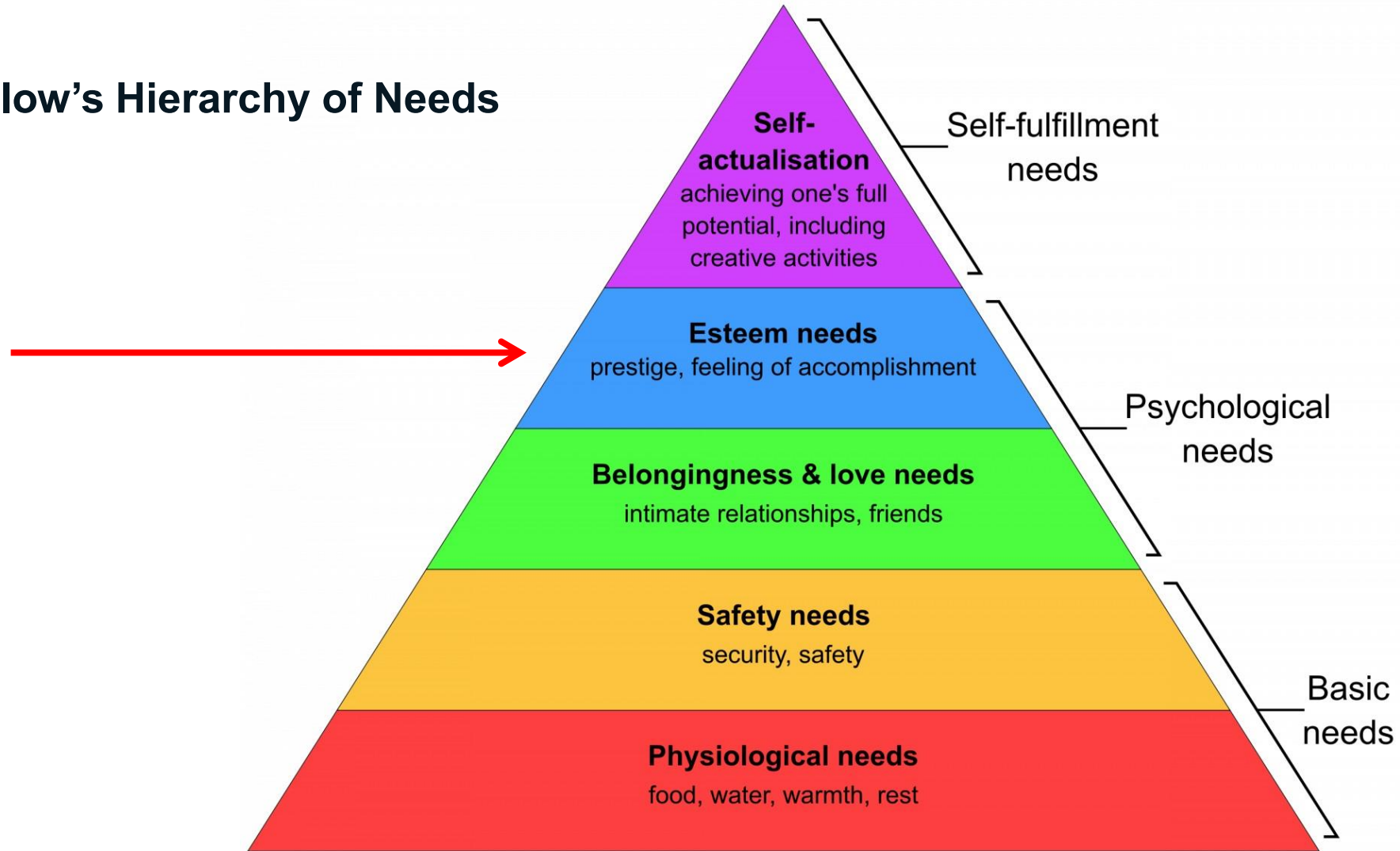


**Do I want to be right, or do I want to be successful?**

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# Maslow's Hierarchy of Needs



“The deepest principle in human nature is the craving to be appreciated.”

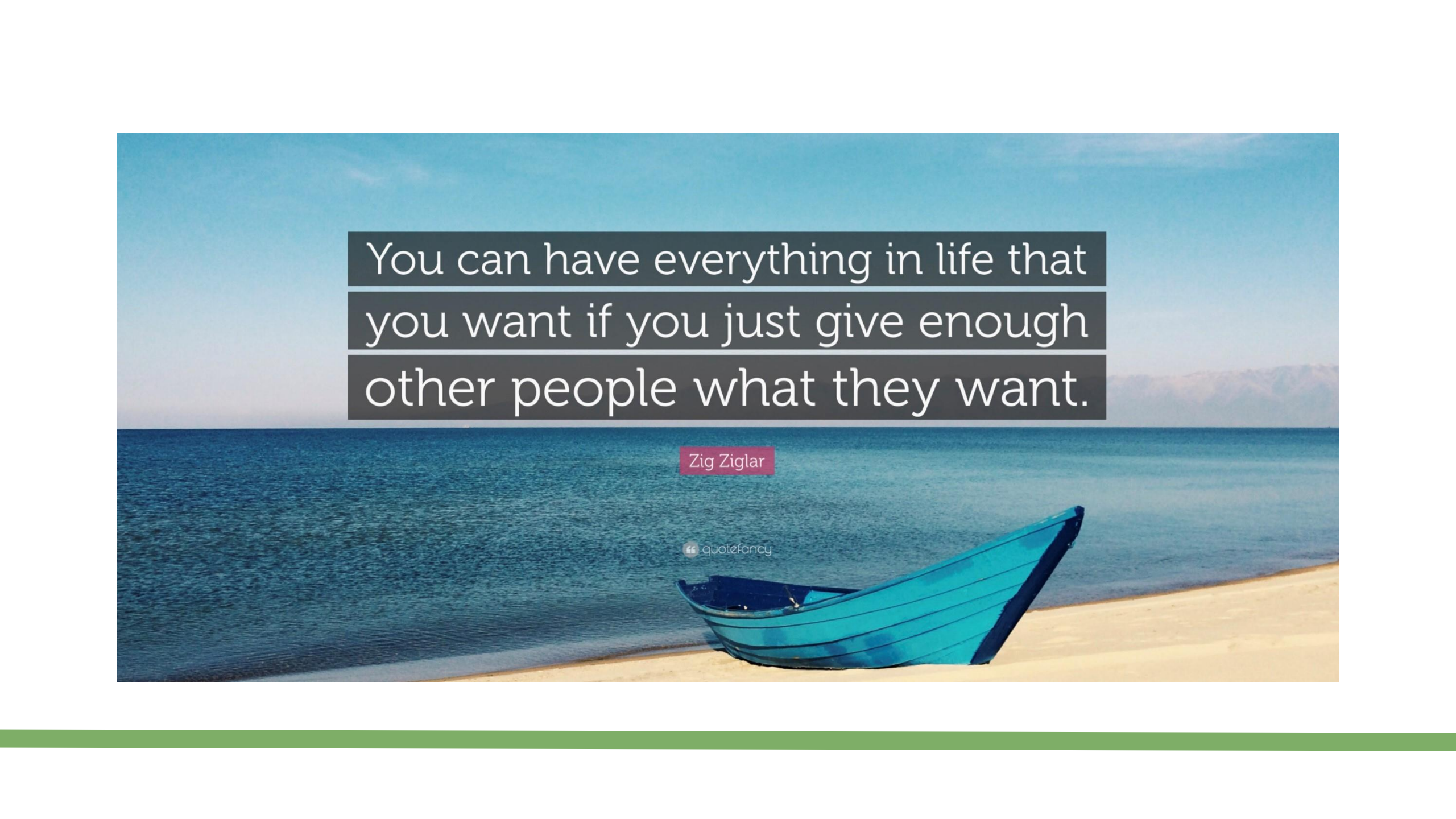
~ William James, 1909

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~~“Why Don’t They?!”~~

“What’s in it For Them to...?”

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You can have everything in life that  
you want if you just give enough  
other people what they want.

Zig Ziglar

quote fancy

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“Today I will do what others won’t so  
tomorrow I can do what others can’t.”

~ Jerry Rice

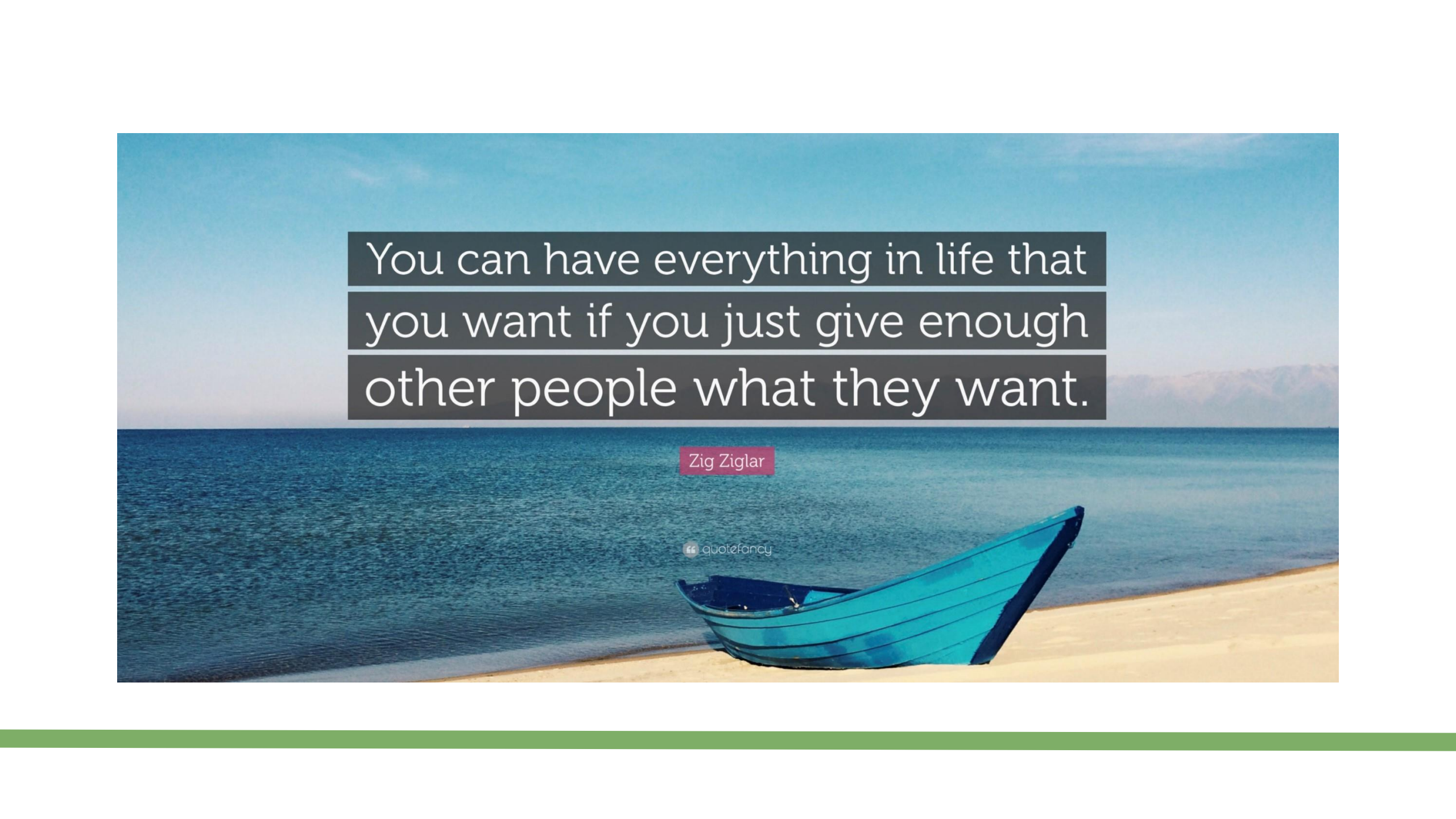
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“You know what the real definition of hell is? When you die, you meet the person you could have been.”

~ Frank Mir

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you want if you just give enough  
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