



ARMOUR EQUIPMENT CLIENT BROCHURE



THE ARMOUR WAY



THE B TEAM BUILDS SCAFFOLD...



... WE ARE THE A TEAM!!!

Introducing Our A Team!

As the humble leader of Armour Equipment, I am passionate about building a great company and working with people who care about others and who work hard to make a difference in what they do for a living. I have always had high expectations of how people should be treated inside AND outside our organization. I feel grateful in making a difference in peoples lives by providing them the opportunity to enhance their well-being through a fun, friendly, and professional work environment. I am a proud family man to the core, sharing the same philosophies at work as I do at home. I feel this is what helps contribute to great leadership in our people-focused organization.



Our culture is an important part of who we are as a team and is by no means “ordinary.” Our Core Purpose is to *Elevate People to Build Better Lives*, and we do that very well with scaffolding. We have developed this Handbook to invite you to see how the Armour family sets itself apart in the industry. Consider this a “Behind the Scenes” look at what is expected of our team, and how that affects you, our client.

Why do this? Our intention is to have you review this and decide whether we are a fit with your company. We hope that our culture not only has an impact on clients who share business with us, but that these values are also deeply rooted in *your* culture. By the end of this document, you’ll know where Armour stands.

I hope you will see that my personal mission is to make Armour Equipment the best partner to do business with. It’s a personal purpose that ignites my passion and aligns with my interests in treating all people with respect. We’re different because we know the value and importance that every one of our team members brings to our success and yours.

On behalf of the entire team here at Armour, we welcome you to share in our journey and be part of something great.

Sincerely,

A handwritten signature in black ink, appearing to read 'C Maygard', with a long, sweeping underline that extends to the right.

Charles Maygard

THE ARMOUR WAY

Yes, there is such a thing as The Armour Way. It defines how we do things and it is the essence of who we are that helps define our culture from others. We feel the below statement sums it up nicely.

THE B TEAM BUILDS SCAFFOLD...



We have compiled the A Team Matrix to show what separates a B Team worker from an A Team Player.

The A Team Matrix

the B team	The A Team
job first	People First
just a job	Career
do it fast	Do it Right
point fingers	No Excuses
build scaffold	Build Relationships
favoritism	Inclusion
safety	Safe Conduct
my company	Our Brand
i	We
quantity	Quality

Our Core Purpose: To Elevate People to Build Better Lives

Our business is about people, their safety and well-being, and their ability to do their job productively. We do this with scaffold.

Our success is achieved every time your work crews do what they do best and go home to their families and their friends. It may sound cliché at first, but Our Core Purpose outlines our

reason for being. Our work might be hard and demanding, but together we strive to provide a fun and safe work environment to lift people up.

We elevate your needs so that you, and those you impact, can have better lives.

It's an ambitious purpose, but the results are always present. We hope that Our Core Purpose inspires you the way it inspires us.



Customer Service Philosophy

We provide our customers with a friendly, professional and responsive experience each and every time!

We have simplified our client expectations into five promises that align with our service model.

THE FIVE THINGS WE DO ALWAYS

1.

**WE SHOW UP
ON TIME.**

2.

**WE DO
WHAT WE
SAY WE
WILL DO.**

3.

**WE FINISH
WHAT WE
START.**

4.

**WE ARE
COURTEOUS
AND POLITE.**

5.

**WE GIVE
MORE
THAN THE
CUSTOMER
EXPECTS.**

**IF WE FAIL,
WE FIX THE
PROBLEM AND
WE FIX THE
EXPERIENCE.**



OUR CULTURE...

ARMOUR EQUIPMENT STRONGLY BELIEVES THAT WE HAVE THE BEST CULTURE IN OUR INDUSTRY BECAUSE OF THE VALUES THAT WE HAVE LIVED BY SINCE OUR INCEPTION.

THAT PHILOSOPHY CONTINUES TODAY.

THOUGH THESE VALUES HAVE EVOLVED OVER TIME, THEY CARRY THE SAME MESSAGE OF INTEGRITY IN WHO WE ARE AND HOW WE OPERATE.

Our Core Values

We have worked hard to build a culture beyond providing unique benefits. We have built a culture that cares about people and we want to show you, our customer, that we're the best in the industry. Our decisions and actions are carried out with our five core values in mind.



LEARN & GROW...

TO CONTINUE BEING THE BEST, WE ARE COMMITTED TO CONTINUOUSLY LEARNING AND DEVELOPING OUR SKILLS, SYSTEMS, AND PROCESSES.

DO IT RIGHT...

THIS IS TRULY THE ARMOUR WAY AND APPLIES TO EVERYTHING WE DO, BUT MOST IMPORTANTLY DOING THE RIGHT THING.

PROTECT PEOPLE...

OUR RESPONSIBILITY AND OBLIGATION TO PROTECT PEOPLE'S WELL-BEING MEANS SO MUCH TO US. THIS REACHES TO EVERYONE WHOM WE SERVE OR SERVES US.

GO THE EXTRA MILE...

WHEN WE RAISE THE STANDARD, IT MAKES A DIFFERENCE. WE DON'T SEEK CREDIT FOR GOING FURTHER, WE DO IT BECAUSE IT'S THE RIGHT THING TO DO. THIS IS WHAT SETS US APART IN OUR INDUSTRY.

FUN & FRIENDLY...

HAVING FUN AND BEING FRIENDLY MAKES WORK LESS LIKE WORK. NO ONE WANTS TO WORK FOR A COMPANY WHERE EVERYONE IS ALWAYS GRUMPY AND NEGATIVE!

SAFETY...

SAFETY MIGHT BE DEEMED TO BE A VALUE BY SOME, BUT FOR US IT IS A PRIORITY AND ESSENTIAL TO OUR BUSINESS. IF WE FAIL WITH SAFETY, NOTHING THAT WE SAY WILL MATTER BECAUSE WE WILL NOT BE IN BUSINESS. PERIOD.

OUR COMMITMENT TO YOU...

IN ORDER FOR US TO SUCCEED, WE RECOGNIZE THAT OUR JOB IS TO MAKE THE WORKPLACE EXPERIENCE AS SIMPLE AND REWARDING AS POSSIBLE. THIS ENSURES THAT WE MAXIMIZE THE ENERGY SPENT AT WORK TO FOCUS ON OUR CLIENT'S NEEDS.

AS I MENTIONED BEFORE, WE LIKE TO TREAT PEOPLE LIKE FAMILY.

OVER THE NEXT COUPLE OF PAGES, WE POUR OUR VALUES AND QUIRKS ON THE PAGE. IT'S ALL THERE FOR YOU TO SEE. WE HOPE THAT OUR WAYS OF OPERATING AND SELF-DEVELOPEMENT ALIGN WITH YOURS. WHEN WE DO ALIGN ON THESE VALUES, GREAT THINGS HAPPEN AND EVERYONE BENEFITS!





Respect, Integrity, Professionalism

We foster a fun and casual environment—and one that has boundaries. One of our fundamental principles is an expectation that all individuals, clients, business acquaintances, and property be treated with absolute respect.

Our people are expected to know, understand, and adhere to Armour Equipment's practices and rules as outlined in our employee handbook and other company material. In order to protect the best interests of our company and our clients, we expect that everyone respects the rights of others and demonstrate personal integrity and professionalism.

Our team is expected to do the right thing to the best of their ability, no matter the situation. It's a common sense approach that isn't looked at heroically, but as the foundation of what we bring to each and every engagement with each other, our clients and the public.

THERE'S AN EXPECTATION THAT ALL INDIVIDUALS, BUSINESS ACQUAINTANCES, AND PROPERTY BE TREATED WITH ABSOLUTE RESPECT.

Shhhhhh... It's Confidential

All team members are required to maintain confidentiality of our business AND yours.

We consider the privacy of our team and the customers we serve to be of the utmost importance. We trust that you feel the same way and will work with us to keep trade secrets a secret.

LIKE THE OLD SAYING GOES, LOOSE LIPS SINK SHIPS. WE VALUE OUR PRIVACY AND TRADE SECRETS, AND WE VALUE YOURS AS WELL!

A Great Experience is Our Objective

We are firm believers that great experiences have a strong correlation with higher customer service, productivity and profitability. When we create great experiences, we are living Our Core Purpose—people are energized, engaged and motivated to do great things.

Never hesitate to send us a tip, idea or concern that could help improve your experience with us. If something can be better, call us out on it. We will do our best to address your comments and ensure you feel heard along the way.

WHEN WE CREATE GREAT EXPERIENCES, PEOPLE ARE ENERGIZED, ENGAGED AND MOTIVATED TO DO GREAT THINGS!

A Great Work Environment

We all want to be successful and competent in our work. And we all want to arrive to a great work environment, whether in the field, with our clients or at our HQ. And because no one wants to work with a bunch of jerks, we have high expectations for our team members to honour their work responsibilities while living by our Core Values.

We expect peak performance and a personable demeanour from our team members at all times. Work can be demanding and tough, but when *IT* hits the fan, our character should shine through. We can be direct and demanding, but it's always in a respectful way, meant to make great things happen. As an organization that cares greatly about the value of our people and clients, we will not tolerate *anyone* being an jerk.

Please Respect Our Business

Our company and our clients place high expectations on integrity. It is important that a high standard of ethical, moral, and legal conduct be upheld when business is conducted both internally and externally. We have the highest respect for your business, we ask you for the same respect for ours.

Get Stuff Done

None of what we say or do will matter if we don't get it done. We ultimately need our team to execute and deliver a very high standard of work. Execution and accountability is the outcome of a great culture. Fun is what happens along the way!

If what you've seen in this booklet aligns with your goals and values as a client...

***WELCOME TO THE
ARMOUR FAMILY!***

HOWEVER... IF YOU'RE NOT INTO THE ARMOUR WAY, NO HARD FEELINGS! WE WOULD RATHER BE UPFRONT AND HONEST AT THE START. SOMETIMES A FIT ISN'T ALWAYS IMMEDIATELY THERE, BUT WE'RE ALWAYS INTERESTED IN KEEPING THE DOOR OPEN.

*LET'S TALK DETAILS. WE ALIGN WITH YOU,
YOU ALIGN WITH US. OUR FUTURE LOOKS
STRONGER TOGETHER.*



TO BE CONTINUED...



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