



Southland Industries

Design • Build • Maintain

What is Southland Industries?

Our Core purpose expresses the reason that Southland exists. It is the reason we come to work every day and it will never change. Our core purpose is:

Our Core Purpose is to Build Customers for Life

What Do We Value?

Southland has several core values. A core value clearly expresses what we are. Our people, their behavior and our systems reinforce these values. Our core values can be remembered by the acronym **PIQIP**.

The values, which we hold dear and use in our everyday decisions, are:

- Passionate, dedicated, entrepreneurial **PEOPLE** are our most important resource.
- **INNOVATE** to create opportunities and solutions
- Safely deliver **QUALITY**
- Professional and personal **INTEGRITY**
- **PROFIT** as a vital measure of success, growth and prosperity

What is Our Dream Goal?

To keep us focused on something that is tangible, we have developed a **BHAG (Big Hairy Audacious Goal)**; Southland Industries' clear and compelling company goal...

To Be a 100% Design-Build-Maintain Company

This goal will be achieved if we live our Core Values as we Build Customers for Life. The goal can only be realized if each and every employee gives their best effort each and every day towards this end.

What Will Southland Industries Look Like When We Reach Our BHAG?

We have a vision of what Southland Industries will be when we reach our BHAG:

- We are the Design-Build-Maintain market leader because our customers select us to improve their profitability, their environment and the lives of the building occupants.
- We understand our customers' business. We provide innovative solutions by creating a collaborative team atmosphere with internal and external customers and vendors.
- We attract the best people in the industry to work with us. This makes Southland Industries a great place to work.
- These attributes make Southland Industries financially strong.