



OUR MISSION:  
“*Outstanding  
Results Through  
Great Service*”

July 2015

Green Team,

Spring was a season of hustle and you really rose to the challenge. Thank you for all your efforts! As we go forward, the growth and success of this business is absolutely dependent on you, the people who make up our team. It's vital that we have not only *enough* people, but that we have the *right* people and *skilled* people on our team.

We've focused a lot recently on the foundation of our culture...our Leadership Principles, Core Values, Vision, & Mission. But turning such a big ship is a slow process. We are all still feeling the pain of turnover in key positions, struggling to find the right team members, and onboarding and training new people. This is real and I know it impacts every one of you. This is our biggest challenge!

While this is a challenge, it also provides us a needed opportunity. It's an obstacle that not only we face, but our competitors face too. To face this obstacle, our strategy for success is to become the employer of choice in the Triangle green industry. First, we want to create an organization, the Green Team, that has a culture that attracts the best people to join the team. An authentic team that is founded on the Green Team Way: our Leadership Principles, Core Values, Vision, & Mission. Then we need to communicate the Green Team Way to the outside world to find other people who believe what we believe and want to join this great team. Our opportunity is to “double down” not on what we do but **WHY** we do what we do. To focus on our vision of building a team that “**is passionate about serving and strengthening our community by creating and maximizing great outdoor spaces where people live, work and play.**”

As former US President Theodore Roosevelt said, “Far and away the best prize that life has to offer is the chance to work hard at work worth doing.” This isn't an initiative that I can lead without your help. It will take all of us to make this happen. Without you it's just an idea but *with you* it can become a reality. My question to you then is why do you get up every morning and come to work? For just the paycheck? Or is it for the opportunity to be a part of something bigger than yourself? I truly believe that we have the opportunity to do “work worth doing” as members of the Green Team.

**My challenge to you this week is to ask one team member WHY they get up every morning to join the Green Team and share with them your own WHY.**

Daniel Currin, CEO/President

## OUR VISION

“The Green Team is passionate about serving and strengthening our community by creating and maximizing great outdoor spaces where people live, work and play.”

## CORE VALUES:

### Communication

*Keeping each other informed and involved*

### Learning

*Motivated to grow*

### (the) Experience

*People-focused service*

### Appreciation

*Each person is important*

### Teamwork

*Achieving our goals together*

## LEADERSHIP PRINCIPLES:

### Integrity

*Do the right thing*

### Honesty

*Mean what you say*

### Accountability

*Take responsibility*

### Respect

*Put other first*

### Trust

*Build relationships*

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