

American Crane & Equipment Corporation Launches GRIT Matters™ Campaign

GRIT Matters™ at American Crane & Equipment Corporation

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At American Crane, their Mission is to be Gritty!

In January of 2018, American Crane & Equipment Corporation began a series of launches of a new campaign within the company called GRIT Matters™ to help reboot their company culture.

What does that mean? Well, the definition of grit is as follows: "courage and resolve; strength of character." At American Crane, being 'Gritty' or 'Having Grit' means they are passionate about delighting their customers. Their mission is to make the lives of their customers easier. They do what they commit to do, do it well and do it on-schedule.

The most important thing at American Crane is their people. "At American Crane, we are Gritty," says Executive Vice President, Karen Norheim. "We have perseverance, heart and integrity in everything we do." By creating a new company mantra and branding of the GRIT Matters logo and mission, American Crane has reminded each one of their people of their value and reinforced their commitment to a culture that fosters their growth, empowerment and safety.

In addition to a new mission statement, American Crane has also adapted a very GRIT-focused set of Core Values: Keep It Simple (Don't over-complicate. When solving a problem, be clear about the goal and don't over-complicate the answer), BE Lean (Save 2 seconds every day. Be curious. Ask questions. Eliminate waste. Fix what bugs you! There is always room for improvement), Work Hard (We pull together, roll up our sleeves and get the job done), Practice Follow-Through (You are what you do, not what you say you will do) Be Passionate (Do what you love. Love what you do. Believe in yourself. Believe in our business), Be Humble (Be willing to sweep the floors. Remember that we're all in this together every day), Life Matters - Be Safe (Safety is the most crucial investment we can make. It is not about what it costs but what it saves), Have Fun (Laugh every day. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously), and lastly, Have Integrity (Be Generous, Be Kind, Be Honest, Practice Gratitude. Do unto to others as you would have them do unto you).

These core values will be sequentially launched across the company in the form of inter-department launches, onboarding videos, special events, and a full line of GRIT Matters™ team apparel.

American Crane & Equipment Corporation (ACECO) is a privately held international material handling company with locations in Southeastern Pennsylvania, USA. They are the leading manufacturer of cranes, hoists and other material handling equipment, with powerful innovation, proven experience and are a government approved supplier.



GRIT Matters to the team at American Crane

"At American Crane, we are Gritty! We have perseverance, heart and integrity in everything we do."

Karen Norheim, Executive Vice President, American Crane & Equipment Corporation