

### BRE CORE FOCUS

- Purpose: Developing solutions with our clients, communities, and each other.
- Our Niche: Land Surveying & Civil Engineering Design.

### BRE CORE VALUES

At Bedrock, we believe in fostering a positive and collaborative work environment where everyone can thrive. Our core values serve as the foundation for our day-to-day operations and drive us towards continued success. These values are:

1. **Positive Attitude:** We approach every challenge with a can-do attitude and believe that a positive outlook can help overcome any obstacle.
2. **Teachable and Bright:** We are always eager to learn and grow, and believe that a teachable spirit and a bright mind are key to success.
3. **Driven:** We are driven to succeed and never settle for mediocrity. We are dedicated to constantly improving and reaching new heights.
4. **Team Player:** We understand that success is a team effort and work together to achieve common goals.
5. **Find a Way:** No matter the obstacle, we believe in finding a way to overcome it. We are creative and resourceful in our problem-solving efforts.

### CORE VALUE OF THE MONTH: POSITIVE ATTITUDE

This month, we are focusing on our core value of "positive attitude" as a reminder of the impact it has on our daily lives and the work we do.

Having a positive outlook not only benefits us, but also those around us. It can improve our relationships, increase our productivity, and contribute to a more pleasant and optimistic workplace.



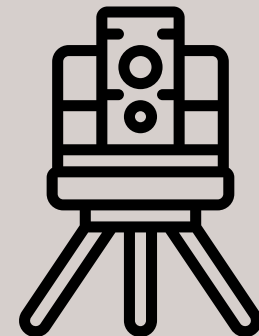
So let us make a conscious effort to bring positivity to every situation, and see how it transforms the way we work and the results we achieve.

Let's strive this month to show our colleagues and clients the power of a positive attitude.

### POSITIVE THINKING



- "THE POWER OF POSITIVE THINKING" BY NORMAN VINCENT PEALE
- "THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE" BY STEPHEN COVEY
- "THE ART OF POSSIBILITY" BY ROSAMUND STONE ZANDER AND BENJAMIN ZANDER
- "THE FIVE LOVE LANGUAGES" BY GARY CHAPMAN
- "MINDSET: THE NEW PSYCHOLOGY OF SUCCESS" BY CAROL DWECK
- "THE HAPPINESS PROJECT" BY GRETCHEN RUBIN
- "POSITIVITY" BY BARBARA FREDRICKSON



## **STRENGTHENING THE FOUNDATION: BEDROCK LEADERSHIP RETREAT PROMOTES GROWTH AND UNITY**

The Bedrock leadership team recently undertook a leadership retreat aimed at enhancing leadership skills, boosting team dynamics, and prioritizing employee needs. During the retreat, the team participated in activities and discussions that touched on themes of team building, communication, employee priorities, business opportunities, trust, accountability, and support.

### **Employee Priorities at the Forefront**

At Bedrock, the well-being of employees is a top priority, and the retreat reflected this with discussions on ways to support and engage employees better. This includes providing professional development opportunities, fostering a positive and inclusive work environment, and being more attentive to employee needs and concerns.

### **Seizing Business Opportunities**

In addition to employee priorities, the retreat also explored new business opportunities and growth strategies for the organization. The team brainstormed ideas and tactics for expanding reach and serving customers better.

### **Improving Communication Skills**

The retreat also emphasized the importance of effective communication, with open discussions on the challenges faced by the team and lessons on various communication techniques. The team gained an understanding of the significance of clear and concise communication and its impact on the team and the organization.

**"I AM BLESSED TO BE ON A TEAM WITH SUCH INCREDIBLY TALENTED PEOPLE WHO EACH CONTRIBUTE AT A HIGH LEVEL." - MICHAEL HARTLEY, PRESIDENT**

### **Trust, Accountability, and Support: Key to Success**

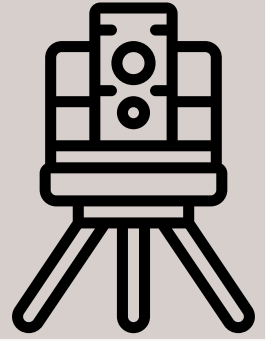
The retreat included discussions on the importance of trust, accountability, and support within the team. The team talked about the role each member plays in building a strong and supportive team dynamic and the impact of trust and accountability on teamwork. The team emphasized the importance of supporting one another, both professionally and personally, to ensure success as a team.

### **Team Building Takes Center Stage**

One of the major highlights of the retreat was team building, with activities aimed at improving communication and collaboration among team members. These exercises helped the team to identify each other's strengths, weaknesses, and communication styles, ultimately leading to better teamwork and a more unified leadership team.

In the end, the Bedrock leadership retreat was a successful and valuable experience that enabled the team to enhance skills, improve team dynamics, and prioritize employee needs. By focusing on team building, communication, employee priorities, business opportunities, trust, accountability, and support, the team is poised for success as they lead the organization forward.





## DRONES REVOLUTIONIZE LAND SURVEYING SERVICES FOR A BETTER CLIENT EXPERIENCE



At Bedrock, we are always looking for new and innovative ways to provide the best possible services to our clients. That's why we are proud to offer drone technology as part of our land surveying services. With the latest unmanned aerial vehicles (UAVs) equipped with high-resolution cameras and sensors, we are able to bring a level of efficiency, accuracy, and cost-effectiveness to our work that was previously impossible.

One of the key benefits of using drones in land surveying is their ability to cover large areas quickly and safely. This has allowed us to complete projects faster and with greater accuracy, freeing up our time to focus on other important tasks. Our clients benefit from this increased efficiency, as it means their projects are completed faster, saving them time and money in the long run.



Another advantage of using drones in our land surveying services is the level of detail they can provide. High-resolution cameras and sensors allow us to gather detailed data and images of the land, which we can then use to make more informed decisions. Our clients appreciate the level of accuracy and precision that drone technology brings to our work, ensuring that their projects are completed to the highest standards.

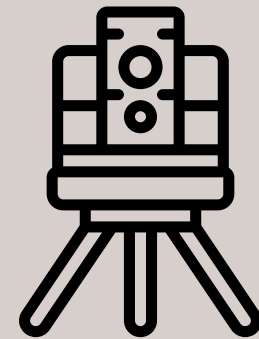
In addition, our use of drones in land surveying is also more cost-effective than traditional methods. This has allowed us to offer our services at a more affordable price, making land surveying more accessible to a wider range of clients. We believe that everyone should have access to the best possible services, regardless of the size of their project.

At Bedrock, we are dedicated to providing our clients with the best possible experience. With the use of drones in our land surveying services, we are able to offer greater efficiency, accuracy, and cost-effectiveness, all while maintaining the high standards that our clients have come to expect from us.

In conclusion, our use of drones in land surveying is just one of the many ways that we are constantly looking for new and innovative ways to improve our services and provide our clients with the best possible experience."







## A MONTH IN: CHARTING THE SUCCESS OF OUR NEW SALES MANAGER, CHRIS BARDON"

Chris Bardon, the newest Sales Manager at BRE, has completed his first month on the job and is eager to share his experiences with the team. In this article, we will be exploring his biggest takeaways, how he motivates his team, new strategies for driving sales, building relationships with clients and partners, overcoming challenges, staying up-to-date on industry trends, success stories and noteworthy achievements, working with other departments, and his thoughts on the company culture and values.

### Biggest Takeaways

Chris's first month at BRE has been a great learning experience for him. He has enjoyed getting to know the team and the culture of the company, which he describes as great. His biggest takeaway from this experience is that the team is composed of great people with great opportunities.

### Motivating the Team

Motivating the team is essential for a sales manager, and Chris has been able to effectively motivate his team members by being an "Army of One". He finds it easy to motivate others but challenging to motivate himself. For him, failure is motivation, and he loves a good challenge.

### New Strategies

To drive sales and achieve goals, Chris started by building relationships, which he considers the foundation of sales. He has also implemented a drip-type campaign to feed clients the information he wants them to read and leave them wanting more. He is also trying out scanning as a new strategy.

### Overcoming Challenges

The most challenging aspect of Chris's role so far has been learning the sales process and who to go to and how BRE gets business. Selling a service is different from selling a product, and he is overcoming this challenge by communicating with everyone at BRE, listening to clients, asking questions, and learning through trial and error.

### Working with Other Departments

Chris believes that everyone at BRE is enthusiastic about the opportunities in front of them and is committed to the success of the company. He feels that everyone is sharing in the excitement and is eager to work together as a team to drive results and improve processes.

"I BELIEVE WE ARE  
BUILDING A GREAT  
SALES PROCESS THAT  
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OF TIME."

### Building Relationships with Clients and Partners

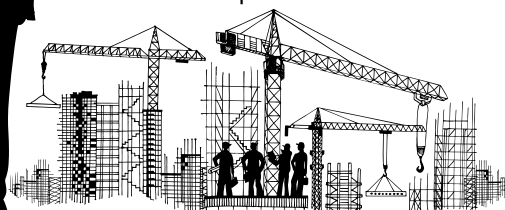
One of Chris's main goals is to build solid and meaningful relationships with clients and partners. He intends to do this through trust, honesty, good work, and excellent communication.

### Staying Up-to-date on Industry Trends

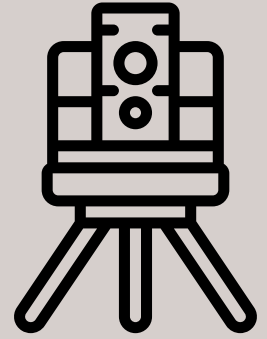
Chris stays connected within the AEC industry through his connections to Trimble and CSDS. He follows all things Geospatial and tries to stay on top of the trends through social media and other connections.

### Success Stories and Noteworthy Achievements

Chris shared that success and noteworthy achievements come as small victories early on. He is confident that they are building a great sales process that will stand the test of time.



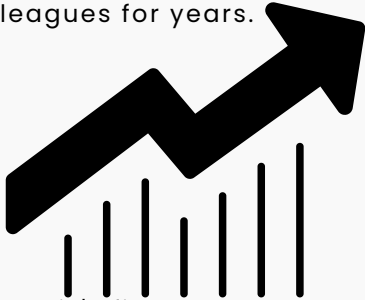
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## BARDON: SALES MANAGER (CONTINUED)

### Company Culture and Values

Chris is impressed with the company culture and values, which align with his own values. He feels like he is part of a family, having known many of his colleagues for years.



Chris's first month as Sales Manager has been a great learning experience for him. He is eager to continue working with the team to drive results and achieve the company's goals. He feels that the company values and culture align with his own values and that the team is driven and enthusiastic about the opportunities in front of them. The thing he and the team need most is to continue working together as a team, which will take them far.

that offers a sense of accomplishment for those passionate about solving challenges and working in the great outdoors. Drew's expertise and dedication to the field make him a valuable asset to any team, and his commitment to accuracy, precision, and detail-oriented work is unwavering.

In the end, Drew's passion for land surveying and his exceptional skillset make him a standout in the field. Whether it's boundary surveying, construction staking, or field data processing, Drew's work is never monotonous and always offers a sense of satisfaction and accomplishment.

## DREW'S SURVEYING SCOOP: A DAY IN THE LIFE WITH A PARTY CHIEF

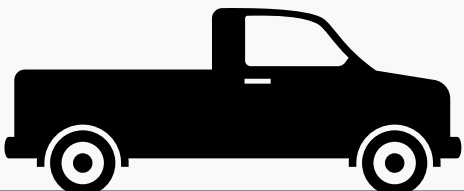
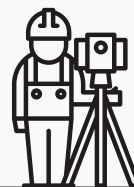


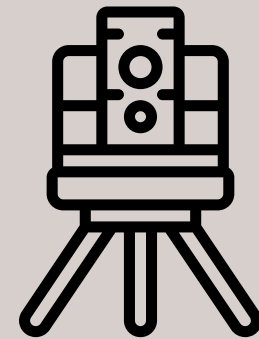
focus on tight tolerances and definitive solutions.

A typical day for a land surveyor can vary greatly depending on the type of survey they are conducting, but Drew takes pride in his work no matter the project. He has honed his skills on a range of projects, including ditch jobs for Summers Engineering, railway improvement and monitoring jobs, and has established personal standards for minimum tolerances when setting control. He also recalls a particularly challenging project he worked on, the North Avenue Sewer Realignment job, where he was responsible for accurately recording the locations of all obstructions crossing the pipe path. Drew's dedication to taking detailed notes and following a rigorous process allowed him to produce accurate and workable data for the project.

Drew stays current with advancements and technology in the field by attending conferences, researching new equipment, and staying updated by others in the company. He believes in the importance of continuously learning and improving, which is reflected in his work.

Land surveying is a dynamic and ever-growing profession





#### **NAVIGATING THE WORKPLACE: THE ART OF ASKING FOR HELP FROM YOUR SUPERVISOR**

Whether you are facing a difficult work project, or simply need guidance and direction, asking for help can be the difference between success and failure. Here are my tips on how to effectively ask your supervisor for help

##### **Be Clear and Specific**

When asking for help, it is important to be clear and specific about what you need assistance with. Instead of saying "I need help with this project," try to specify the exact issue you are facing and how your supervisor can assist you. This shows that you have put thought into your request and are taking initiative to find a solution.

##### **Timing is Key**

Timing is everything when it comes to asking for help. Try to schedule a meeting or discussion with your supervisor when they are not rushed or under pressure. This way, you can have their full attention and ensure that you have enough time to discuss your needs.

##### **Show Gratitude**

Remember to express your gratitude for your supervisor's help. Whether it's a simple thank you note or a public recognition, showing appreciation for their support can help strengthen your relationship and create a positive work environment.

##### **Be Professional**

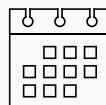
Finally, it is important to approach your request for help with professionalism and respect. Avoid being confrontational or demanding, and instead, present your request as a collaborative effort to find a solution.

##### **Be Prepared to Listen**

When asking for help, it is important to be open to your supervisor's advice and suggestions. Be prepared to listen to their perspective and take their advice into consideration. This shows that you value their opinion and are committed to finding a solution.



Asking for help can be difficult, but it is essential for personal and professional growth. By following these tips, you can effectively communicate your needs to your supervisor and receive the support and guidance you need to succeed.



## **BRE Agenda**



##### **• Presidents Day**

- 2/20
- BRE Office Closed

HELP

