

## THE FOUNDER'S CREED

### David Crickmay

*Founder and MD 1982 - 2002*



- Whenever faced with the need to make a decision - the deciding factor must be "What would Jesus do? What is right? Then do it, no matter what. Remember there usually is a cost.
- Do not work with crooks or sharpies, under any circumstances. Twice we were nearly sunk for ignoring that.
- You must employ people with BRAINS - not like me always employing people on the 'bosbouer scale'. However, never forget that people are our business. Keith Hepburn, formerly of HL&H taught me that 'we are in business to employ people and keep them happy'.
- Enthusiasm is the best weapon, few can stand up against that, it is also the finest motivator of all.
- Overcharging is as bad as cheating - always ensure that 'we are worth our salt' and charge accordingly.
- We will always be rewarded for our needs but not our greed. We should strive to make super profits, but our mission statement accommodates expanding our horizons for the benefit of the industry, our country, our world, but not our greed.
- We make mistakes when things are going well, not when our back is to the wall.

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