



A WORD FROM **DAN BAKER**

UN MENSAJE DE DAN BAKER

Team,

Please join us in an exciting initiative that is near and dear to my heart and one that will move us to the next level. In recent months, we have introduced or pushed out many new initiatives. While all are important, this new tool will help us achieve our purpose of “Building Better Structures.”

We should be proud of our core values – People, Honor and Grit and the culture we have built. We have a lot to be proud and thankful for, yet I remain restless. While we have much to celebrate, we can always improve. We must challenge ourselves, so we don’t fall into the trap of thinking that we have “arrived” and that we don’t need to continue fine tuning and improving.

Safety, Schedule, Quality, Production (SSQP) is a lifelong journey of always striving to improve. The mentality of “Special Special Forces” has brought us to where we are today. The term Special Special Forces means we are elite forces that are sent in to complete a mission quest that many others can’t do. That is Baker Concrete. We are the Special Special Forces of the concrete construction industry. We need to develop this mentality throughout the company. This Special Special Forces mentality will bring SSQP to life, and continuous improvement will carry us forward. Special Special Forces all have one thing in common—they have a simple and focused plan that is clearly communicated to the unit/crew. This plan is thought through, prepared, and clear, and it is communicated in a way that every person on that unit understands what needs to be accomplished. We know that every crew member is just as important as the next person, and everyone must be engaged and focused in order for the mission to be a success.

At Baker, our mission plan is in the form of our MTA. Over the years, the essence and importance of our MTAs have started to become diluted with information and used as a check-the-box exercise. This isn’t true for every crew, but in general we have gotten away from the original intent of planning for the day. We must bring this intent and usefulness back. The new Daily Work Plan format will get us to a place where every crew chief and crew member produce more cubic yards of concrete per man-hour safe, and right the first time than any other concrete construction crew in the world.

Why should we be so passionate about this? First and foremost, we are Baker Concrete. We have the best of the best. We are the Concrete Special Special Forces. Many companies wake up every day trying to beat us. They are trying to take jobs from us, take people from us, take from us the ability to get more work that allows us to hire more people and treat our co-workers as they must be treated (i.e., “Building Better Lives”).

If we are able to place more cubic yards per man-minute safe and right the first time with our core values of People, Honor, and Grit, other companies will not be able to touch us. We will win. Join my fire. Embrace the new Daily Work Plan initiative to make sure that Baker Concrete continues to be what we are meant to be, the Special Special Forces of the concrete construction industry.

God Bless,

Dan Baker
Founder, Baker Construction Enterprises