



# Lift<sup>(UP)</sup><sup>®</sup>

A HOW-TO GUIDE TO GREATNESS 2.0



Lift<sup>(UP)</sup><sub>®</sub>

LIFT UP YOURSELF

LIFT UP YOUR TEAM

LIFT UP OUR COMPANY

LIFT UP OUR CUSTOMERS

LIFT UP OUR COUNTRY

LIFT UP OUR WORLD



# Lift Up Yourself

At SPOC, you will find every opportunity to fulfill your potential.  
To build a career. To make a life for yourself and your family.

You can go as far as your attitude and your hustle will take you.



# Lift Up Your Team

We only win together. Every day — in everything you do — you make those around you better, just as they make you better. There are no unimportant jobs at SPOC, no roles that aren't critical to our success and the success of our customers.



# Lift Up Our Company

The stronger we make SPOC, the more opportunities we create, the stronger we make our communities. And that growth is not incremental — it multiplies with each new idea, each new innovation. It's never easy, but it's always great.





# Lift Up Our Customers

We thrive only when our customers thrive. From start to finish, from initial quote to successful operation — we make the impossible look easy. We deliver world-changing innovations that help lower energy costs, reduce emissions, increase production and deliver profitable sustainability.

In everything we do, with every innovation, we remove the complexity and overcome the challenges so that our customers succeed. We deliver easy.



# Lift Up Our Country, Our World

When we are successful, our country and our world are more energy independent, and we help our customers be better stewards of their energy resources. In thousands of places, and in more than 75,000 ways, we help customers cut emissions, reduce fuel consumption, reduce energy usage and integrate sustainable energy sources.

We create jobs and growth and financial strength – we create opportunities for people throughout our country, throughout the world, in ways we have only begun to imagine. We are changing the way the world consumes energy.



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# THE STATUS QUO IS OUR ENEMY

They say that only people in Texas know the energy business. They say that world-changing innovations, ideas that rock the very foundations of industry, can only come from Silicon Valley tech or Japanese mega-corporations.

**Well, you can forget about that.**

We believe that world-changing ideas can come from anywhere. They come when we master our jobs and ask ourselves, always, if there's a better way. We are more than a technology-manufacturing company.

**Through our collective will, through our relentless drive — we are redefining how the world produces and consumes energy.**



**WE ARE DRIVEN  
BY OUR BELIEFS**





## EVERYONE IS AN INNOVATOR

No job is unimportant. We don't blow up the status quo by thinking and acting just like everyone else.







## WE COMPETE ONLY WITH OURSELVES

We set the standard. And when our products become the status quo, we drive forward to set the bar even higher. The only way we get there is together. Lifting each other – every day, with every product, with every customer call, with every problem solved.





## INNOVATION IS OUR TRUE BUSINESS

We're always asking:

Is the change necessary?

Does it make our product easier to use?

Does it make our product easier to manufacture?

Does it add value or save money?

Often, huge advantages come from seemingly small changes.

Once you've mastered your job, ask questions.

Ask why? Ask why not?





WE DO MORE THAN MANUFACTURE DRIVES AND  
INVERTERS USING POWER ELECTRONICS.

**WE ARE THE DRIVING FORCE FOR CHANGE.**

THROUGH OUR WILL, THROUGH OUR RELENTLESS DRIVE  
TOWARD INNOVATION, WE'RE GOING TO REDEFINE HOW THE  
WORLD PRODUCES AND USES ENERGY.



WE ARE DEFINED  
BY OUR  
CORE VALUES



## COMMITTED

Do it right.  
Do it on time,  
every time.





## CARING

We invest in our employees, our customers and our suppliers to make all of them better.

## PASSIONATE

We're here to build cool things.

We're here to win.

More importantly, we're here to help our customers win.







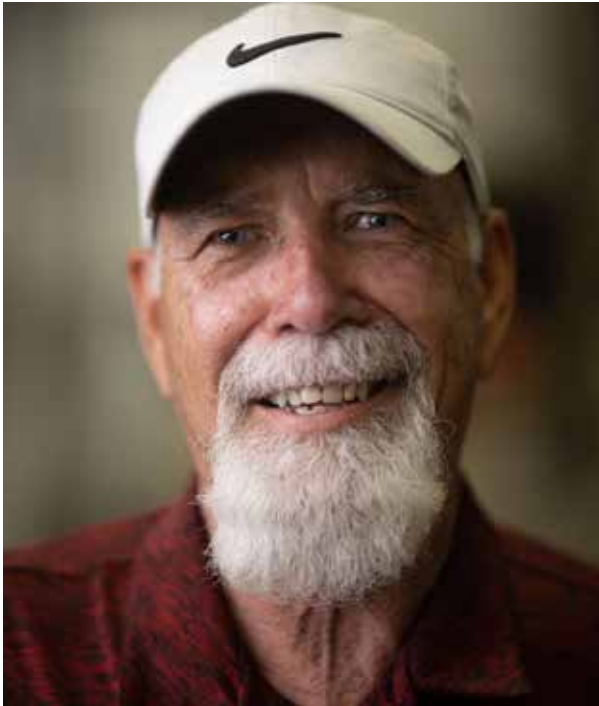
## **SOLUTIONS- FOCUSED**

We are an innovation company. We are always looking for a better way.

## GRATIFYING

Our work is serious.  
But it's also fun.  
It's exciting to live  
on the sharp edge of  
innovation, to make  
products that change  
the world.





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WE NEED YOU







## **WE EXPECT GREAT THINGS FROM YOU**

Our expectations for you are high because we believe in you. From the first day, take ownership of your job.

No matter your role, do it like everyone else's job depends on it. Because they do.





## LEARN. LEARN. LEARN.

Learn your job, inside and out. Don't just learn how to do your job. Learn why it's important. Learn why the jobs of the people working beside you are important.

Ask questions. Don't settle for easy answers.



## **MASTER YOUR JOB**

Do it so well that you are the one to teach the next person we hire. Understand the big picture. Learn how your job fits with those around you. Learn our business, from start to finish. Learn how our products fit in our customers' systems.



## **ALWAYS LOOK FOR A BETTER WAY**

Innovation is never easy; it only follows mastery.  
In everything we do, we are always looking for  
a better way to do things.

**We need your help.**

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TO LEARN MORE, VISIT [SPOCAUTOMATION.COM](https://spocautomation.com)

