



PAINTED VISION

E I ELECTRICAL INC.

808-480-VOLT

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- COMMUNICATIONS

PAINTED VISION

Our unwavering target is to become a \$26 million a year company by 2027 in Hawaii. We'll have a team of 60 people and a minimum profit of 15%. We'll achieve this goal with an unstoppable team, with the perfect customer, and a laser-focused leadership team.

We will duplicate that in 4 other states creating a national \$103 million a year company by 2035. We will have over 300 people and still maintain a minimum profit of 15%.

Our laser-focused leaders will forge the path we need to take in order to achieve our targets, and the whole team pitches in to fulfill the vision daily. The leaders not only forge the path but constantly check to make sure we're headed in the right direction and will adjust if necessary.

Together, we will be able to enrich the lives of local families and create more opportunities for the company and for the best team members.

We won't do this next week. We won't do this tomorrow. We choose to do it right now, in this very second. And in every second afterward, we make the choice again. Each time we choose to relentlessly pursue this vision as a strong, unstoppable team.

We are #1 by reputation and will remain so and continue to dominate the marketplace, and though we may not be the largest we will be the best. We will work relentlessly toward this vision. Every team member will step up to become an unstoppable Warrior Tribe. We are E I Electrical Inc. and we are unstoppable.

UNSTOPPABLE TEAM

A single drop of water will splash harmlessly against a rock but an ocean of water is an unstoppable force. Our team is like a wave, moving forward unstopably toward every goal. As a loyal tribe of warriors we will agree to our vision and fight for it and our families every day. We will work toward it tirelessly and vigor and we will achieve it!

With a family first culture we will be in a class unto itself, and our competitors will be astonished at how we are so focused and strong. We know the secret: as individuals we may not all be strong but as a team we are unstoppable. We celebrate and reward excellence.

We will stand shoulder-to-shoulder, being united in vision and purpose, and strengthening each other with the knowledge that we always have each other's backs. When someone on the team needs a helping hand, we all pitch in; no one is left behind. We push each other to be better than we were the moment before. We support our team in their professional and personal growth.

Our company is an amazing place to work. The best people want to join us; our best team members want their friends to work here too. We reward fairly. We laugh. We are a tight-knit tribe of warriors.

THE PERFECT CUSTOMERS

We only work with the best customers, who we have identified as our avatar, and they come to us because they know that we are the best company in the world to help them. Our customers embrace our core values and value the service we deliver.

Our customers love our service and pay us fairly to complete those services because they know the importance of keeping their family safe and more comfortable. When we're finished with their project, they leave glowing reviews, call us for service again, and they constantly refer their friends and family to us.

We understand that everyone we meet, whether or not they are a customer, could become a customer or could influence other people who may become our customers. So every person we meet will be treated professionally and courteously, with a smile. Every person will leave every interaction with a sense of "wow" and surprise because we made their day better.

We love our customers and feel that they are part of the E I Electrical tribe. Our customers feel that way too, and we send them party and quarterly event invitations so they too can help celebrate our success.



LASER-FOCUSED LEADERSHIP TEAM

Our leadership team is focused and strong, with a knowledge base that is unrivaled, and they lead the company by example.

The leadership team is laser-focused on growth and opportunity. They educate themselves so that they always know the latest strategies and are better able to follow-up on opportunities. They measure everything they want to grow and work relentlessly to improve the areas they're measuring. They understand that a rising tide, raises all ships together.

The leadership team is strong. They hold each other and the entire team accountable - to this vision, to our brand promise, to our core values, and to the unity of the team. They create a powerful culture that attracts the best team, and they inspire the entire team to give their very best always. They are never afraid to make tough decisions that will benefit the team and the customers.

The leadership knows that if they grow, the company grows, so they will actively seek out ways to grow themselves and to create a stronger business with more opportunities for everyone.

LET'S GET STARTED!

We commit right now to embracing this vision and to create the future that this vision expresses. We will work tirelessly toward it together, knowing that we work best as a team, and we understand that achieving this vision will open doors of opportunity for everyone.

We know that the results we can expect are tied to the effort we give, so we commit also to pushing each other harder each day, to make sure everyone gives 100% daily.

Today is the first day that we, as a team, come together... no longer individual drops of water but a mighty ocean of power. And we harness that power to create and achieve anything we want. So I challenge you to not only step up as an individual but as a valued member of the team to work together to achieve this vision. Together we will ride the wave of success together into the future.

**WE ARE
E I ELECTRICAL INC.
AND WE ARE UNSTOPPABLE!**



PROUD OWNER

David Eastman