

Poole's Rules

1. Employ the highest-grade people obtainable.
2. Encourage integrity, loyalty and efficiencies.
3. Avoid side lines.
4. Do not permit side lines by employees.
5. Be fair in all dealings with owners, architects, engineers and sub-contractors.
6. Keep your word as good as your bond.
7. Give encouragement and show appreciation.
8. Be firm, fair and friendly.
9. Avoid jobs where design is not good or financing doubtful.
Let your competitors have these.
10. Good accounting and cash keeping are essential.
11. Do not let finishing up of jobs or collecting payments lag.

Courtesy PCL Construction,

per Ernest Poole, circa 1948