

A 'strategic principle' is a memorable and actionable phrase that distills a company's corporate strategy.



BE PROFESSIONAL  
BE FIRST

2023  
Downtime  
(NPT)  
Goals  
0.90%

2023  
Monthly  
Turnover  
Goals  
3.8%

2023  
TRIR  
Goals  
0.50

## INTEGRITY

We believe in doing the right thing, even if it is uncomfortable. Communicating honestly and following through with commitments.

## DISCIPLINE

We take ownership. We are holding ourselves and each other accountable to strive for perfection. We are focused on the common goal.

## PROFESSIONAL DEVELOPMENT

We invest in the future of our people. Providing pathways & opportunities to both professional & personal growth.

## RELENTLESS INNOVATION

We challenge the norm in the never-ending quest for perfection. Fighting complacency at every turn and being creative with solutions.

## FAMILY

We are our brother's keeper. Trusting each other and encouraging growth. We are *One Team. One Family.*

## Training & Quality is Key

Our Quality Management system is **certified to API Q2 & ISO 9001:2015** & our competency-based training program consists of field competency checklists & written exams with a passing score of 80%, **certified by the International Association of Drilling Contractors (IADC).**



Q2-0166 ISO-3264

## THINK Safe Driving

THINK is about mindset, its about culture, its about **"One Team. One Family."** and making sure we never forget that driving to and from work (anywhere in between) is the most dangerous thing we do every day.



## H.E.A.D.S. U.P. Safety Meetings

- H** HOLD UP!
- E** ENGAGE THE CREW!
- A** ASK QUESTIONS!
- D** DOUBLE CHECK YOUR EQUIPMENT!
- S** STOP!
- U** UNDERSTAND YOUR ROLE!
- P** PERFORM WORK ACCORDING TO THE PLAN!