

Good to Great

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Many years ago, when I worked in the agricultural industry, a group of location managers were asked to attend employee development classes. As our first assignment, we were tasked with determining a company-wide goal for the number of injuries/accidents/near misses for the upcoming year. We debated for a considerable amount of time and told the instructor that we felt 5 was an attainable goal.

The instructor walked up to the whiteboard and wrote the number 5 down, crossed it out, and wrote 0. Our group explained that in this industry, people can get hurt, and 0 would be really hard to achieve. The instructor listened to our reasoning and arguments, and then asked a question that made all of us understand the message. His question was simply: What do you plan to do if you only have 3 injuries at the end of the season? Which 2 employees will you choose to be the people to get hurt to meet your goal? Zero should always be the goal for Safety.

He then handed each of us a copy of the book *Good to Great* by Jim Collins. The first sentence in chapter one is "Good is the enemy of Great." Over the next several classes, we discussed the chapters and dissected the lessons throughout the book.

Plenty of businesses, schools, sports teams, etc. are really good, but what does it take to be Great? Obviously, strong leadership, great employees, proper equipment and training, forward-thinking, and a strong safety culture are the first to be named. However, this book dives deeper into how you get these all in place and discusses the brutal honesty of conducting "autopsies without blame". *Good to Great* is a very easy read and uses major, well-known companies to explore the concepts. Those of which apply to leadership, teamwork, accountability, and of course, safety.

Greatness is not built by one person, one initiative, or one successful year. It is built by all the people putting in the meaningful work. To quote Harry S Truman, "You can accomplish anything in life, provided that you do not mind who gets credit."

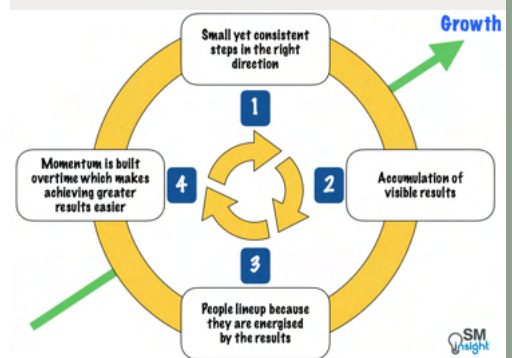
The Flywheel Effect

Another *Good to Great* concept is the Flywheel Effect. Lasting success usually isn't the result of one big initiative. It is the consistent effort in the same direction, building momentum over time.

Safety works the same way.

- A pre-shift inspection
- Wearing the correct PPE
- Speaking up about a hazard
- Reporting a near miss
- Taking an extra minute to do a task correctly
- A supervisor listening to a concern
- A crew discussing what could go wrong (SLAM)

Individually, these actions may seem small. Repeated every day across the organization, they create momentum and eventually, culture.



Happy Birthday

Kimberly Kohn - Sioux City
Jarrod Tubbs - Ace Ready Mix
Mark Hughes - Ortonville
Dylan Poteet - Horse Creek Quarry
Robert Neuenfeldt - Dell Rapids West
Robert Kilber - D & I Railroad

ROCKtober

The NSSGA 2026 ROCKtober campaign is underway. Throughout the month of October, they share facts and insights from organizations and studies across the industry on the [NSSGA social media pages](#). An interesting resource this year is the new economic fact sheet: *Aggregates by the Numbers* that pulls from a study done at the Phoenix Center. The study shows the

Milestone Anniversaries

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positive impacts that stone, sand, and gravel operations have on jobs, tax revenues, and other businesses.

[Aggregates by the Numbers Link](#)

Open Enrollment Reminder

Open Enrollment will take place October 26 through November 13. HR has scheduled meetings at each location to review enrollment information and answer any questions. A HUB Financial Advisor will be in attendance to provide a brief introduction to HUB and explain how they can assist you with your financial planning needs.



2026 Pumpkin Decorating Contest is Live

Visit the [L. G. Everist, Inc. Facebook page](#) to find the 2026 Pumpkin Decorating Contest post. Our employees (and some with their families) got creative with their decorating skills! The entry with the most likes by noon on Tuesday, October 27th - takes home the gold. So please give a like or heart your favorite and share the post to get more input!

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