

Lift^(UP)

SPOC Automation

A How-To Guide to Greatness









Lift Up Yourself. You have an opportunity here with SPOC. You can make a career and a life for yourself and your family. You can go as far as your attitude and your hustle will take you.

Lift Up Each Other. We lift each other. Every job in our company is important. That means every person is important. If you weren't necessary, you wouldn't be here. Look to your left. Look to your right. Those people are counting on you. And you will depend on them. **Lift Up Our Company.** When we fulfill our challenge, we make our company more secure, more profitable. We create opportunities for everyone in the company to thrive.

Lift Up Our Customers. When we excel, our ideas lift up every producer that uses our product. We make it easier for them to pump more and pump more profitably. **Lift Up Our Country.** Energy is one of the great drivers of the world economy, of national security, of modern life as we know it. Our ideas make access to energy cheaper and easier, which ultimately reduces our dependence on foreign sources. It makes us stronger as a country.

**THE
STATUS QUO
IS
OUR ENEMY**



Lift Up

The Status Quo — Must Go



They say that only people in Texas know the oil business. They say that only people in Oklahoma or North Dakota or Colorado or Wyoming understand the challenges of the oil patch. They say their way is the only way. Well, you can forget that.

World-changing ideas can come from anywhere. **We are more than a drive-manufacturing company.** Through our will, through our collective ideas, we are redefining the standard that drives artificial lift.

**WE ARE
DRIVEN BY
OUR
BELIEFS**





Everyone is an innovator. No job is unimportant. You 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 push even farther, to set an even higher standard. The only way we get there is together. Lifting each other, every day, with every drive we build.

Every change has to be an improvement. 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 times, huge advantages come from small changes. Once you've mastered your job, ask questions. Ask why? Ask why not?

**WE ARE MORE THAN A DRIVE-MANUFACTURING COMPANY. WE
ARE A DRIVING FORCE OF CHANGE IN THE OIL & GAS INDUSTRY.
THROUGH OUR WILL, THROUGH OUR COLLECTIVE IDEAS, WE'RE
GOING TO RE-DEFINE THE STANDARD THAT DRIVES ARTIFICIAL LIFT.**

WE ARE

DEFINED BY



OUR

VALUES

Lift Up

Committed

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

Caring

We invest to make our employees, our customers and our suppliers better.

Passionate

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

Solutions Focused

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

Gratifying

Our work is serious. But also fun. It's exciting to make products that change the world.

**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. But we are always looking for a better way to do things and we want your help.

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