

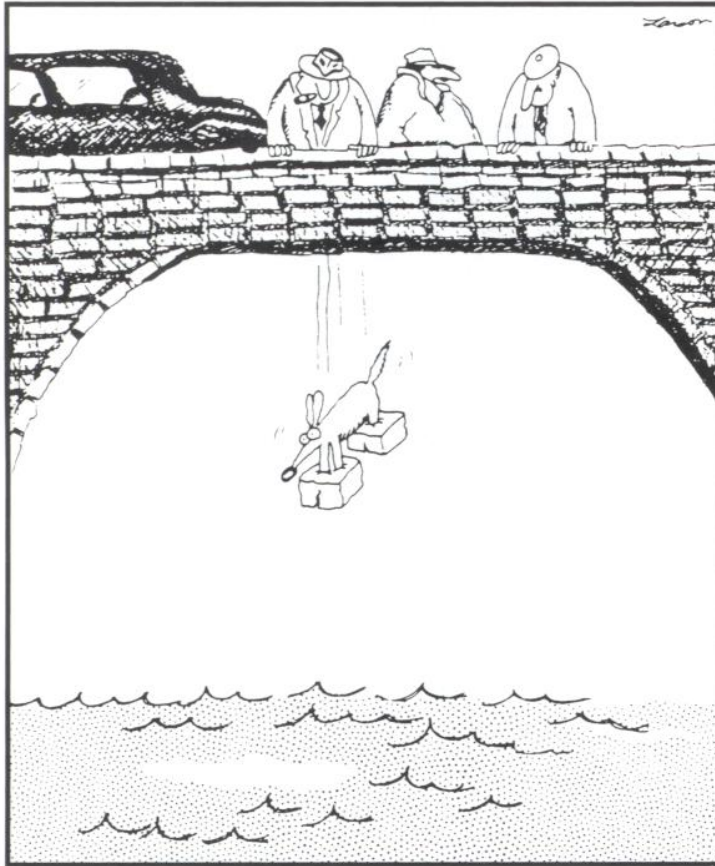
Success in Implementation of Mutual Trust & Respect Culture in Primekss



BMDA Conference
Riga
May 2014

Innovative Flooring Systems

We want to change worlds' view on concrete



"He bit the Godfather."



"I built the forms around him just yesterday afternoon when he fell asleep, and by early evening I was able to mix and pour."

Gary Larson

Award-winning better concrete floors



2013 Most Innovative Products
(MIP) Award (Las Vegas, USA)



2012 Most Innovative Products
(MIP) Award (Las Vegas, USA)



2013 Chicago Innovation Award
(Chicago, USA)



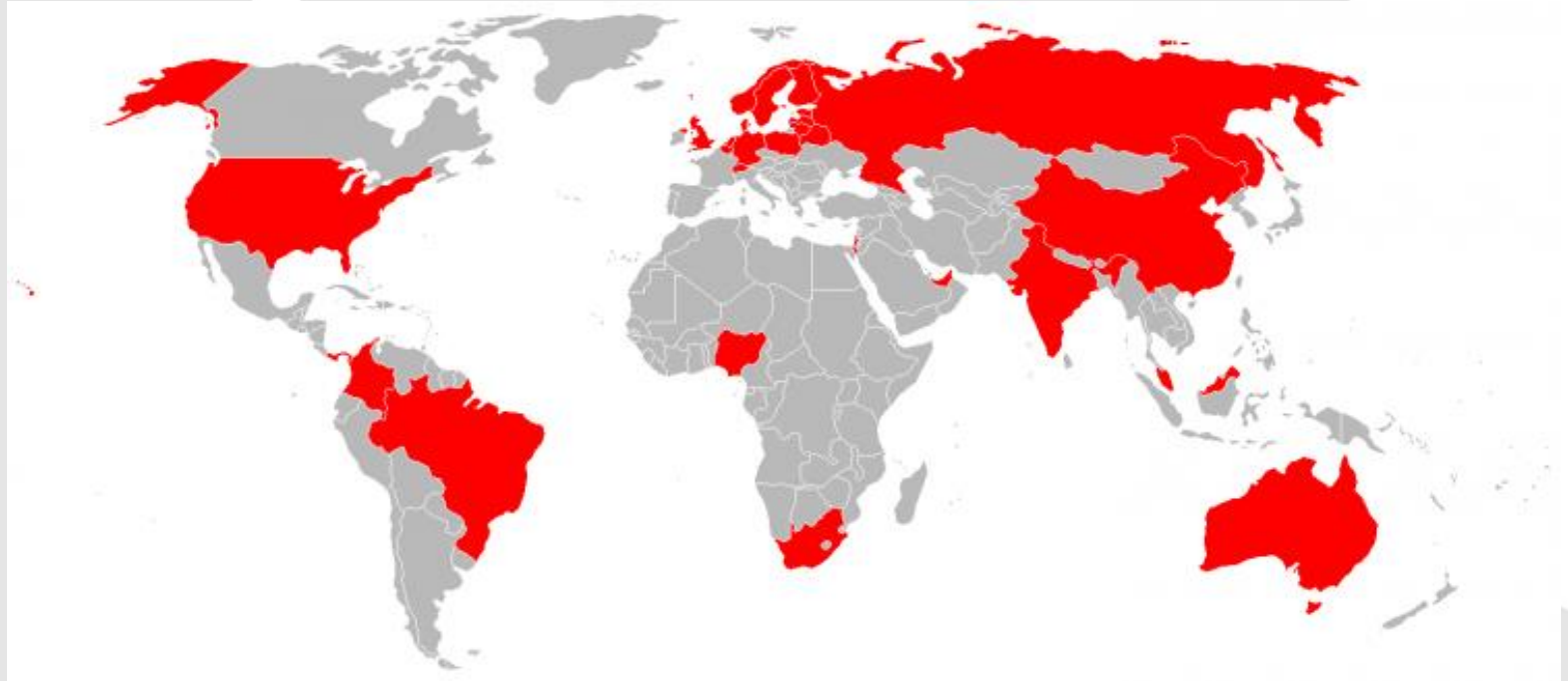
2009 Most Innovative Product of the Year Award (President of
Latvia with Latvian Ministry of Economics, Riga, Latvia)



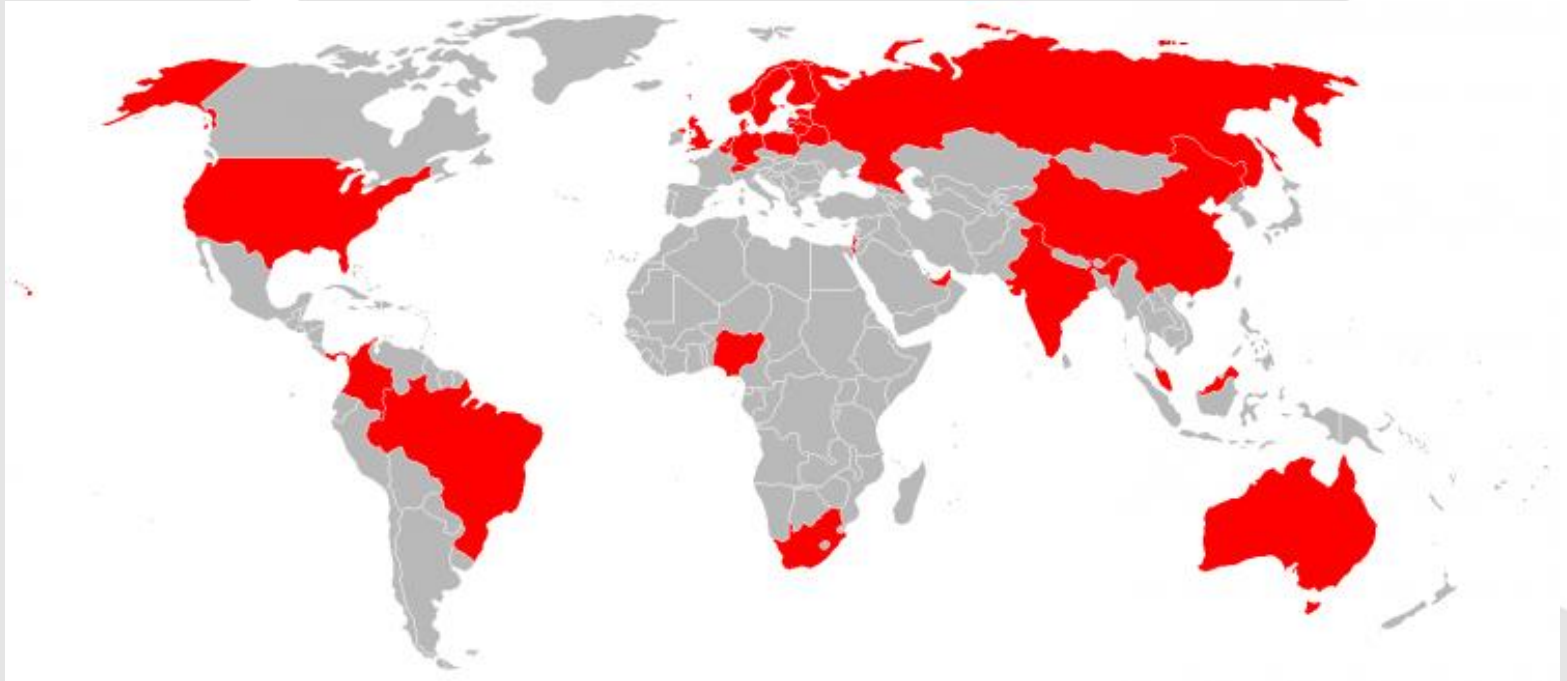
2013 Best Product of the Year Award (Minsk, Belarus)



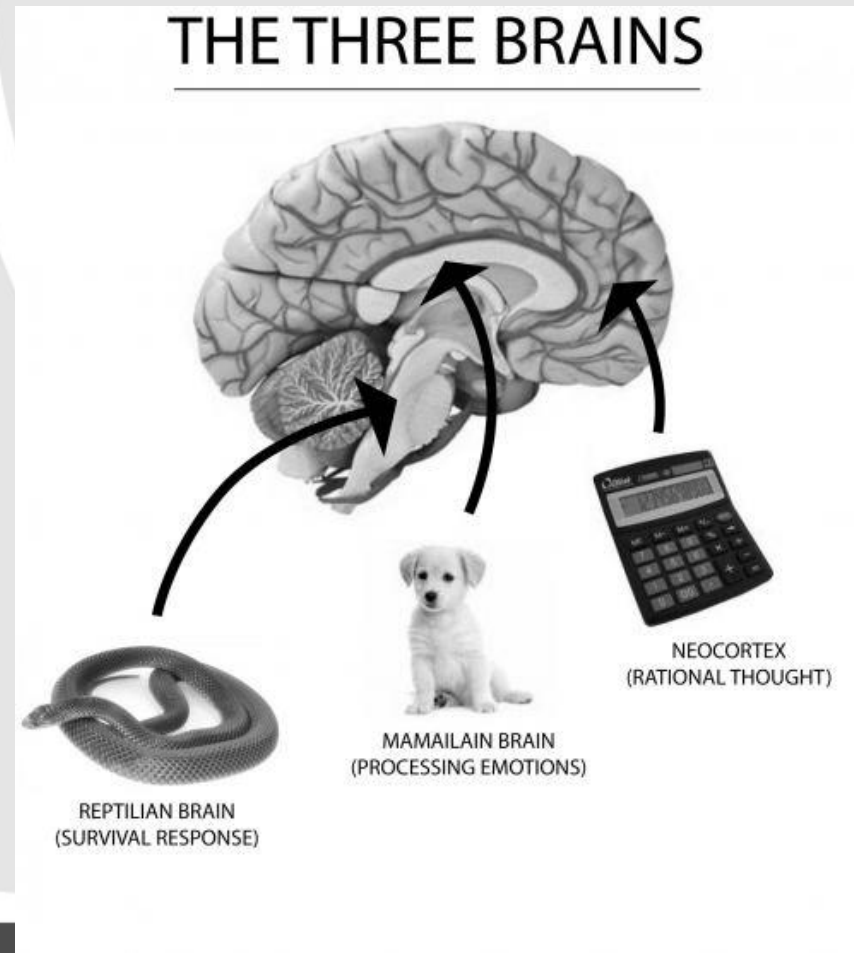
Our markets



Our team: very different cultures



No Mutual Trust and Respect when things go down



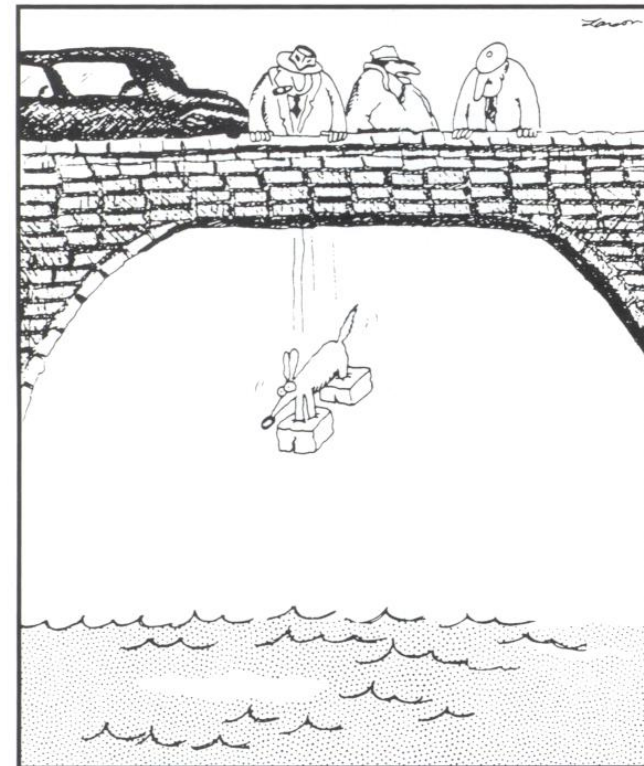
Turnaround = cash + strategy (+hearts)



Hearts need Vision to give Sense



But: Turnaround: If you cant win you cant win



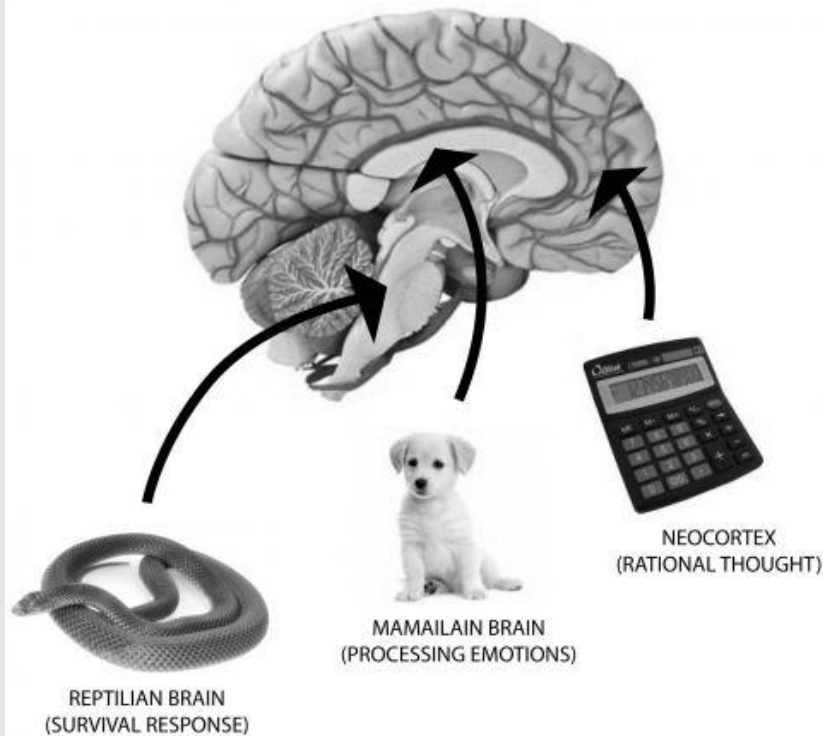
"He bit the Godfather."

Turnaround: Safety is Rhythm



Safety = Creativity, adult-like problem solving

THE THREE BRAINS



Safety is Meeting Rhythm

Daily 15 min	➔	Tactics
Weekly 60 min	➔	Priorities
Monthly 6 hours	➔	Big themes
Quarterly 2*1/2 days	➔	Strategy

Structure is Safety and Speed

Detailed, structured meetings with
precise time planning by minute

Rhythm Sets You Free



Safety fosters Trust and Team spirit

A serene landscape painting of a river with trees and a small boat. The scene is calm, with the water reflecting the sky and the surrounding foliage. A small white boat with a blue stripe is visible on the right side of the river. The text "FREE YOUR MIND AND THE REST WILL FOLLOW." is overlaid in white capital letters.

FREE YOUR MIND AND THE REST WILL FOLLOW.

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