

OUR MISSION

We are passionate about delighting our customers.

Our mission is to make their lives easier.

We do what we commit to do, do it well and do it on-schedule.

The most important thing at American Crane is our people.

We are committed to a culture that fosters their growth, empowerment and safety.



We are GRITTY at American Crane.

What does that mean? That we put perseverance, heart & integrity into everything we do.

OUR VISION

At the heart of GRIT Matters is our Vision - to be the overhead lifting company most respected for its people and products.

OUR CORE VALUES

Keep It Simple

Don't over-complicate. When solving a problem, be clear about the goal and don't over-complicate the answer.

Be Lean

Save 2 seconds everyday. Be curious. Ask questions. Eliminate waste. Fix what bugs you! There is always room for improvement.

Work Hard

We pull together, roll up our sleeves and get the job done.

Practice Follow-Through

You are what you do, not what you say you will do.

Be Passionate

Do what you love. Love what you do. Believe in yourself. Believe in our business.

Be Humble

Be willing to sweep the floors. Remember that we're all in this together every day.

Life Matters, Be Safe

Safety is the most crucial investment we can make. It is not about what it costs but what it saves.

Have Fun

Laugh every day. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously.

Have Integrity

Be Generous, Be Kind, Be Honest, Practice Gratitude. Do unto to others as you would have them do unto you.

Build Quality

What we do, we do well. We strive to provide excellence and value in our products and services

Practice Blameless Problem Solving

Focus on solutions. Find the root cause without placing blame; identify lessons learned and use those lessons to improve ourselves and our processes so we don't make the same mistake twice. Get smarter with every mistake. Learn from every experience.

Do the Right Thing

Do what is best for your customer (internal or external) even if it sometimes means sacrificing what is best for you.

Communicate Well

Be clear with expectations, listen intently, know your audience – speak in a way they can understand, share information, get the facts – don't make assumptions.

Practice Effective Listening

Do not interrupt. Do not just wait to speak. Listen with the intent to understand.

PERSEVERANCE | HEART | INTEGRITY

