



An aerial view from the third floor of the Clyde Building.



Clyde Companies wanted the look of the building to match the company's roots, so they went with a concrete, industrial-style finish.

First, your word is your bond.

Second, the quality of products and services are the best value. ("We don't always believe in being the cheapest," Clyde says. "But we believe in being the best value to customers.")

Third, always give a full measure.

And fourth, we value people.

#### Caution: Growth

Because Clyde Companies values its people, it's also been one of its biggest growing pains.

"Employees are always an issue," Clyde says. "Recruiting qualified people you can trust is a difficult task, as well as leading them to come together in the spirit of teamwork."

To combat the challenge, Clyde Companies has placed a strong emphasis on support.

For example, the company continually trains its workers. It offers generous compensation packages. It focuses on having a small company, family-type environment. And its new building boasts an enjoyable employee break room and a 24-hour gym.

When they say they value people, they value people.

"If you are going to be the best, you have to attract the best," Clyde says.

The other adjustment, as with most growing companies, is delegation. But having great employees substantially minimizes the delegation woes.

"It's hard to give up responsibility on projects you've always handled, but it's certainly easier to delegate when that trust is there," he says.

#### Caution: Built to last

Clyde Companies has been — and plans to be — a staple in the construction industry. And a big part of its "boardroom status" is that honest, conservative approach. Rather than break the bank for image, they grew into it.

"They say that he who makes the rocks makes the rules," Clyde says. "And our rule is to be honest and ethical with ourselves, with our financial situation, and with those around us. That's been our true success." **Q**

## FROM THE TOP DOWN

#### To startups

"You need to have a good business plan, and you need to plan for the worst-case scenario and devise how to survive it," says Wilford Clyde, CEO of Clyde Companies. "If you can be successful in the worst-case scenario, you can be successful in everything."

#### To growing companies

"You have to be careful not to grow too fast. Don't expand beyond the financial capability you have," Clyde says. "Sometimes people borrow the maximum they can borrow in good times, and when times turn tough they don't have any reserve to pull from and ride their way through it.

"Also, I think it's imperative that you have the right people. If you take on more business and you don't have good, trained people you can trust, they can take you in the wrong direction real fast."

