

Zavanta Software Helps Crossland Construction Streamline Growth Across Diverse Operations

Summary

What started as one man's pursuit of the American Dream out of his family garage has grown to a team of more than 1,500+ employees. Today, Crossland is recognized as one of the top construction firms in the nation with multiple businesses and locations across the United States.

As they began to expand, their CEO visited with larger companies to better understand how these types of organizations maintain their success. According to Loretta Maine, The Crossland Way/LEED Coordinator, "Something these companies had, that we didn't, was a way to communicate to all employees 'how we do things'."

Since 2014, Crossland Construction implemented Zavanta as their platform to capture and communicate policies, procedures across departments and locations.

"We call the employee Portal that Zavanta generates 'The Crossland Way'. All employees have access to it. It has helped us maintain our core values and standardize how things are done across 9 offices."

Loretta Maine, Crossland Way/LEED Coordinator



About Crossland Construction

Crossland Construction Company is ranked among our nation's top General Contractors. Regardless of project size, Crossland offers a wide range of construction services and their capabilities enable them to set the pace of construction, control project costs, and set standards in quality and safety. They truly are **Real Builders**, capable of self-performing many aspects of the construction process. This competitive edge ranks them in the top 5 steel erectors United States. Crossland commits to building exceptional facilities and lifelong relationships with their valued customers. For more information please visit: www.crossland.com.

Business Challenge:

How do we maintain *The Crossland Way* as we grow?

Crossland Construction started as a family business, so in the early days, it was easy to communicate standards, values and how things were to be done. This is a common challenge all organizations in expansion mode face: how to standardize operations and grow without spiraling out of control.

According to Loretta Maine, "Our CEO met with larger, successful organizations to see how they operated. Something these companies had, that we didn't, was a way to communicate to employees '*how we do things*'. We needed to make 'The Crossland Way' accessible to everyone."

"How to" communication was done in meetings and by email

"The various departments probably had procedures and guidelines, but it wasn't available across the organization. Most 'how to' information was communicated in emails, handouts, and in meetings." We needed to have a better way, especially when we hire new employees or subs."

TRUST
RESPONSIBILITY
INTEGRITY
PASSION

Zavanta Implementation:

Everyone knows "The Crossland Way"

Crossland implemented the Zavanta desktop version in 2014 and has since converted to the cloud version. Loretta Maine conducted the solution search, implemented the initial system, and continues to oversee their Zavanta system today.

Crossland's Portal:

Easy to search,
accessible 24/7
from any device.

Field personnel can access the Portal from their mobile devices; office personnel use their desktop computers. Analytics tell managers what people are searching for; where they need help.

The screenshot displays the 'THE CROSSLAND WAY' portal interface. At the top, there is a search bar and a navigation menu. Below the header, a banner image shows a construction site with an orange excavator. The main content area features several navigation categories: 'EMPLOYEE RESOURCES' (Handbook Policies, Fleet, Education, IT Help, Other Resources), 'CROSSLAND CONSTRUCTION' (Project Management, Field, Division Management), 'CROSSLAND HEAVY' (Project Management, Field, Division Management), and 'SUPPORT DEPARTMENTS' (Legal, Accounting, Human Resources). A red arrow points from the 'EMPLOYEE RESOURCES' menu to the 'HANDBOOK POLICIES' section. Below this, a table lists various policies:

Document Number	Document Name	Document Type	Date Modified
HB-101	ABOUT THIS HANDBOOK (CONTRACT DISCLAIMER)	Policy	3/1 4:11
HB-102	NATURE OF EMPLOYMENT ("AT WILL" EMPLOYMENT)	Policy	3/1 4:11
HB-201	OPEN DOOR AND RESOLVING CONCERNS	Policy	3/1 4:11
HB-202	EQUAL EMPLOYMENT OPPORTUNITY AND DISCRIMINATION-FREE WORKPLACE	Policy	3/1 4:11
HB-203	DISABILITY ACCOMMODATION	Policy	3/1 4:11
HB-204	HARASSMENT-FREE WORKPLACE	Policy	3/1 4:11
HB-205	PERSONAL RELATIONSHIPS IN THE WORKPLACE	Policy	3/1 4:11
HB-206	UNION-FREE WORKPLACE PHILOSOPHY	Policy	3/1 4:11

A red arrow points from the 'PERSONAL RELATIONSHIPS IN THE WORKPLACE' row to a detailed view of a policy document. The document details include:

- Document Number:** FLD-004
- Date Last Updated:** 1/18/2018
- General Description:** No one is too good not to pick up a broom and clean up a job. Ivan, Sr. knew that a clean job is an efficient job, a job the workers and Owners would be proud of and that you could be productive on.
- Responsibility:** Superintendent, Project Manager
- Revision Management:** Revision History Log showing v1.0 dated 1/18/2018 1:41 PM, recorded by Loretta Maine.

Other Zavanta Benefits:

"With Zavanta, having a template that asks me questions and walks me through all the information needed has been very helpful."

"We also love Zavanta's Manual Maker. It's easy to give new people something they can read. We don't print a lot, but sometimes we need to, and this feature makes it so much easier."

What's Next:

The long term vision is to expand usage of Zavanta to even more departments in Crossland Construction. Currently, the Company is implementing a new project management system. Post rollout, Zavanta will be used as a place for current employees to get help on the system.

"Everyone is excited to get the procedures for the new project management software into Zavanta. In addition to our Portal, Zavanta's Manual Maker will be very helpful in creating manuals for training new people. "



COMPROSE's Zavanta is a cloud-based software system for capturing and sharing operations knowledge. Zavanta enables any organization to communicate Processes and Policies in a way that empowers employees and helps them work smarter. Managers have a single system for operations, compliance, and training