



## Why PRIDE-in-Maintenance?

By Ralph W. "Pete" Peters, Founder/President

**PRIDE-in-Maintenance** is our web site name and has two very important meanings.

1. First, it is about sincere pride in the profession of maintenance and reliability. It is having a true understanding about the importance of maintenance. It is the crafts workforce performing quality work they are proud of and maintenance leaders managing maintenance as if it were their own personal business. Three levels of leaders must gain PRIDE-in-Maintenance: a) **Top Leaders** b) **Maintenance Leaders** and c) **Crafts Leaders**. All three levels must focus upon **total operations success!**
2. Second, and most important, PRIDE in Maintenance is about **People Really Interested in Developing Excellence** in Maintenance. If you are a **Top Leader** reading this my goal is for you to truly understand the importance of maintenance. Listen to the Maintenance Leader that brings facts about the high costs of gambling with maintenance. If you are a **Maintenance Leader** go beyond just managing the "status quo" and truly lead forward to reliability and maintenance excellence. I see **Craft Leaders** being everywhere; a site's only real expert in a trade, a lead person for a shift or a crew, a foreman or supervisor. True **Craft Leaders** must lead from the trenches and at the customer's level.

We will talk repetitively about the positive attitudes, the foundation philosophies and the proactive practices you must have for both Profit-Centered Maintenance (PCM) and Customer-Centered Maintenance (CCM). And you must understand the important synergistic multiplying effect that a PCM and CCM attitude can have. Your impact to the bottom line as a leader, manager or crafts person is mission-critical. Your work goes beyond that and is mission-essential. a core requirement for total operations success.

This site and our services are to help you maximize the value of your current maintenance operation. We provide very practical and proven services and best practice tools for supporting either profit or customer service in your organization. There are many free tools on this site for you to start with right now and **Just Do It** as Nike says in their commercials.

We want this site to help you today on that journey toward your definition of maintenance excellence. We have helped over 5,000 organizations in well over 70 countries around the world with free info from [www.PRIDE-in-Maintenance.com](http://www.PRIDE-in-Maintenance.com). So as you chose then so let it be that you read it all, use what you agree with to keep the commitment and courage (you got to be brave to be in maintenance) and then go ahead and Just Do It!

### The Maintenance Excellence Institute International

6809 Foxfire Place, Raleigh, NC 27615 and 2625 East Beach Drive, Oak Island, NC 28465  
Office/Direct Cell: 919-280-1253 SKYPE: PRIDEnWork Web: [PRIDE-in-Maintenance.com](http://PRIDE-in-Maintenance.com)



Many experiences from the maintenance trenches will be shared on this site. You will find a complete step-by-step strategy that we have developed. Of all the many steps toward maintenance excellence you must take these, two are most important;

1. Develop PRIDE-in-Maintenance within yourself and those around you!
2. Clearly define your “line in the sand” as to “where we are now right now”!

And **Remember that Maintenance is Forever** and you will always need **People Really Interested in Developing Excellence** in Maintenance. Also keep your commitment and courage (you got to be brave to be in maintenance) and then go ahead and **Just Do It!** .....**So as you chose then so let it be!**

### **The Maintenance Excellence Institute International**

6809 Foxfire Place, Raleigh, NC 27615 and 2625 East Beach Drive, Oak Island, NC 28465  
**Office/Direct Cell:** 919-280-1253 **SKYPE:** PRIDEnWork **Web:** [PRIDE-in-Maintenance.com](http://PRIDE-in-Maintenance.com)