



## Moss Case Story

MOSS construction is a family company that started in 2004 by Bob Moss alongside his two sons Scott and Chad. After Bob left his corporate job in a high-level construction company, he wanted to base a company on people and giving the best people the ability to create the exceptiona.



*Bob Moss*

MOSS construction soon found itself hiring and working with some of the most talented people in the construction industry. As their team grew through the years, they have been recreating cities and delivering exceptional projects to their clients.

Our story with MOSS began in a meeting with Scott where we were discussing how to implement a new tool to help MOSS preserve and reinforce its company culture and give more representation to its people. We realized from listening to MOSS and learning more about their story and their competitive edge that there are tons of opportunities!



**MOSS has been creating some of the most remarkable buildings in several states; however, very few people externally knew about it,** and there was no internal dialogue or spotlighting of the team and their achievements. What followed was creating the “Yes, we built this!” campaign:



**Port Everglades Terminal 25 | Fort Lauderdale, Florida**

At Moss we have a reputation for building innovative, award-winning construction projects. We are constantly focused on finding ways to exceed expectations at every turn.

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CGC 151105

where we took photos of the MOSS construction workers and put them up on flyers and project sights with the statement of “Yes, we built

this!” To proudly display MOSS’s impact in cities and to empower the workers that truly built the exceptional.



We also touched up the slogan of MOSS with a minor but impactful change, when before they were “creating the exceptional,” now they would be “building the exceptional,” a word that is more appealing for the industry their in.

When looking into how to best show off and praise the MOSS workers and team, we came up with the “Faces of MOSS” series. A video series of interviews with the team and everyday heroes at MOSS who make each of their projects a possibility.

That is what MOSS was founded on. Scott and his dad knew that they weren't the only people responsible for all the success of the company; it was the team and the value on the team that changed the conventional models and upends the status quo.

**MOSS CONSTRUCTIONS NEWS AROUND TAMPA BAY**

**Moss is moving ahead with luxury condo towers in Tampa and St. Pete**

**Moss California**  
Design underway for new Southeastern Live Center

**Moss Hawaii**  
Azure Ala Moana project in Honolulu tops off

**Moss Texas**  
El Paso megaproject reaches agreement with transit system

**By Bob Moss**  
Chairman and Founder  
Moss Construction Management

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Through our shared works and our long relationship, we have raised awareness for MOSS's mission and the everyday heroes that have made it possible. To amplify their brand and culture externally and internally, and in that process, we at RDLB have learned from one of the most compassionate companies and some of the most talented people what teamwork really means.

Helping them empower their people in achieving their goals has empowered us to create and design the exceptional for ourselves and others.

**The Moss Heroes**

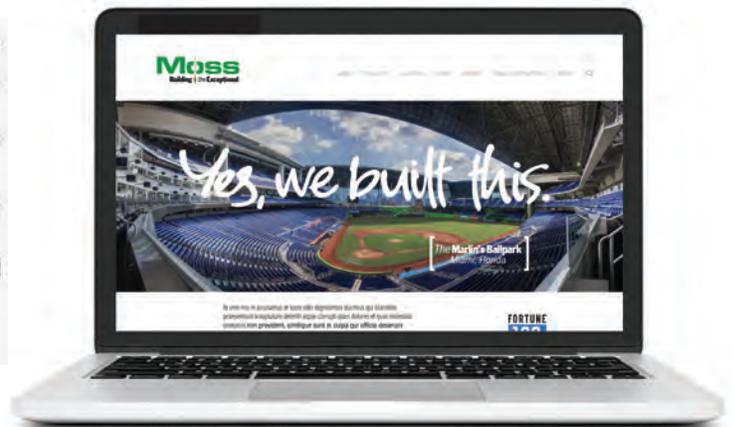
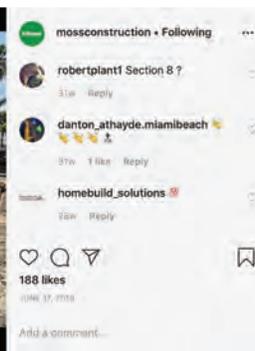
The way that Moss Construction builds the exceptional is by building the most exceptional team. We create this space, in spite of all their fears, their experiences, and how they are part of the Moss family.

There are men and women on the sites that we building the cities of tomorrow, their journeys to and in the sites are what creates our culture of strong, hardworking, innovators of the field.

**“Strategy, structure, people, process and scale”**

**Scott Moss**  
CEO, Moss.

Build it what Scott Moss sees in his talent and abilities in 175 of Moss Construction and how he turned his father's construction company into an industry powerhouse. In the episode of "Learn from Leaders" (up above with my good friend Scott Moss CEO) of Moss Construction. We show what Scott's world, what it is like completely unique! The culture of Moss, to construct and join some of the largest and most beautiful buildings in the city, but one of the largest construction companies in South Florida. From the young beginnings of the construction career to how the value of the industry and emotional love approach to build his business. He and his father wanted to make sure that the level of expertise from his company in other companies wouldn't take place at MOSS, and most importantly that the employees are family. His new approach allowed them to continue the 200+ Moss' role and to expand their business to new heights by 2017 and following years. Scott joined a single company who is a successful owner in South Florida and has spread across the nation. If there is one thing that Scott will tell you he really enjoys MOSS' exceptional growth and the company's growth, it would be "things change".



If you have a company that's looking to go to the next level, contact us, and write the new chapter of your story.  
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