



HOW TO THRIVE

**It's not just a build.
It's a reflection of who our
customers are. We don't
build rigs, We deliver
an experience.**



#JUMLIFE



A background image of a topographic map with white contour lines on a light gray background, primarily visible on the left side of the page.

THIS IS NOT JUST A JOB.

If you're looking for a place to turn wrenches and collect hours, stop reading now.

That's not what this is.

At Next Jump Outfitters, we run an off-road shop with the precision of a consultancy and the soul of a mission-driven team.

We're a 120VC company. That means everything we do, every hire, every decision, every bolt, must measurably improve one or more of the Three Pillars:

Everything we do must measurably improve customer satisfaction, team member satisfaction, and profitability. And none at the expense of the others.

That's the guardrail. It's how we eliminate internal conflict, surface trade-offs early, and keep the entire company pulling in the right direction.

**That's the filter. That's the standard.
We don't make exceptions.**



WHY WE EXIST

People don't choose NJO because we're the cheapest. Or the closest.

They choose us because we give a damn.
Because we don't just install parts, we deliver an experience.

They come here because:

- We make them feel seen and heard
- We give clear, professional recommendations
- We finish the job right, the first time
- They leave with something they're proud of and excited about

They come for the rig. They return for the people, and the experience.

That's what we're building.



WHAT WE LOOK FOR

**You're not hired to do tasks.
You're here to lead outcomes.**

You'll thrive here if:

- You take pride in the small things
- You follow through, even when no one's watching
- You believe clean work and clean spaces are a sign of respect
- You think like a problem-solver, not a part-swapper
- You're here to learn, grow, and lead from wherever you sit



You'll fail here if:

- You need to be told what to do every day
- You think "busy" is the same as "valuable"
- You treat customers like interruptions
- You think a paycheck is enough reason to show up
- You see problems and walk past them



HOW WE WORK



Every Job Is a Consultation

You don't just quote parts. You ask questions, diagnose problems, and recommend solutions.

Every customer interaction is a chance to build trust and make someone's day.

We don't pitch. We don't push. We consult, write it up with recommendations, and follow through.



We Finish Everything We Start

No half-done installs. No unreturned calls. No open loops. We only touch it once, start to finish.

If you take it on, you own it. Start to finish. Customers don't come back because we're fast, they come back because we do it right.



We Document Like Professionals

We take notes. We publish updates. We write up recommendations.

If it's not written down, it didn't happen. We don't rely on memory. We lead with clarity.



We Keep It REI-Clean

This shop reflects our pride.

The floors are clean. The showroom is sharp.

The bays are tidy.

When a customer walks in, they should instantly feel confident they're in the right place.



We Lead the Daily

Every day starts with a huddle. It's not small talk, it's mission planning.

We align, we commit, we remove blockers. The calendar is our north star, we respect our time blocks and communicate when we fall behind so the rest of the shop can adjust.

We don't wing it here. We work the plan.



We Own Our Zone

Everyone here owns something. And we have each other's back. Every rig in the bay is everyone's responsibility. The cleanliness of the showroom, the accuracy of the calendar is everyone's responsibility. If you see it, don't walk past it, own it. If someone is driving the forklift and they run into something, it's the team's fault. We win together, we fail together, we learn together.

**If it's wrong, fix it. If it's unclear, clarify it.
If it's missing, speak up.**

**No passengers. No finger-pointing.
No blaming the process.**

WHY THIS MATTERS

We're not the only off-road shop in town. But we are the one people trust when it counts.

They trust us because:

- We treat them with respect
- We keep our word
- We overdeliver
- And we make the experience fun, energizing, and clear

We hire people who can multiply that experience, not just complete tasks.

We invest in people who will make the Three Pillars stronger.

If you can't see how your work improves the customer's experience, our team's performance, or the company's bottom line, you're doing the wrong work.

If you can, and you care, then you'll thrive here.



NEXT JUMP OUTFITTERS MISSION

We exist to bring professionalism, pride, purpose, and execution leadership to a hardworking blue-collar industry and the communities that have become comfortable with testosterone-fueled mediocrity.

- 01** We build purpose-built expedition vehicles, but our real mission is to deliver experiences that fuel identity, earn trust, and get people stoked to get outdoors.
- 02** We hire, train, and coach execution leaders to eliminate toxicity in hardworking blue-collar communities and build their future leaders — one crew, one rig, one shop at a time.
- 03** We sell every product at the lowest price allowed by our vendors to ensure that veterans and hard-working tradespeople can afford to build their dream rigs, use them well, and create lasting memories with the people they love.



READ THIS & DECIDE

This is the standard. No one here is perfect, but everyone here is committed to the mission.

We challenge each other. We raise the bar. We don't hide from accountability.

And we don't fake the culture to get a job, we live it to keep our seats.

If this gets you fired up, say so. Let us know, and we will continue the journey to determine mutual fit.

If it doesn't, no hard feelings. But this won't be the place for you. You won't last a week.

You don't get hired here. You belong here or you don't.

Are you in?

☐

Yes

☐

No

**"You're not in a band because you're
the best musician, you're in a band
because you're the right person."**

— Dave Grohl, Nirvana & Foo Fighters



NEXT / JUMP

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