

12/18

## Vision - Susan Inley

Values assets - people + brands

B+W productivity, stds + rewards best practice

We are creating a new company

Success = <sup>winning</sup> mkt performance + outstanding people

- mkt  
- financial

- leaders / winners  
- great place to work  
- perf. fulfillment  
- enjoyment

Challenge PM for mkt leadership

Vision - the passion to be #1

new business model: growth + productivity + responsibility =  
success

Focus on what will deliver top line growth

Drive productivity in support areas

Not a reactive model

P productivity

A accountability

S sustainable shareholder return

S superior portfolio, brands, customer relationships

I innovation

O outstanding people

N new company mindset

Integration rules for playbook?

Org Design & Selection - will be communicated Mon.  
at least 1200 B+W people

- High impact / high potential candidates to be identified