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# LEADERSHIP BEGINS WITH CHARACTER—DOING THE RIGHT THINGS AND CAPABILITY— DOING THINGS RIGHT.

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more than 300 years of experience; our CEO and CFO have 30 and 33 years of IP experience, respectively. We change over the years, but we do so based on a strong foundation of experience.

The central focus of our leadership model is to Engage Employees in Exceeding Expectations. It is about a person's character, capability and ability to be a catalyst. We believe leadership is ultimately about getting positive, sustainable results, with a fully engaged team of employees. We know there are direct links between high employee engagement and high levels of productivity, reduced turnover, and improved safety performance. Highly engaged employees build customer loyalty, improve profitability, and sustain growth.

We develop our leaders to inform and engage our employees so they are aligned in the mission of our company. We build great leaders, and great leaders build great companies.

## **REACHING FOR STARS**

Leadership begins at the beginning.

International Paper is always looking for new leaders, and has a variety of development programs across businesses and functions. One such program is REACH (Recruit Engage Align College Hires). Our goal is to attract top-notch engineers who have graduated within the past five years. Rather than a dedicated training program, REACH allows engineers to work at one of our manufacturing facilities while also participating in a required core curriculum