SP Summit 2014

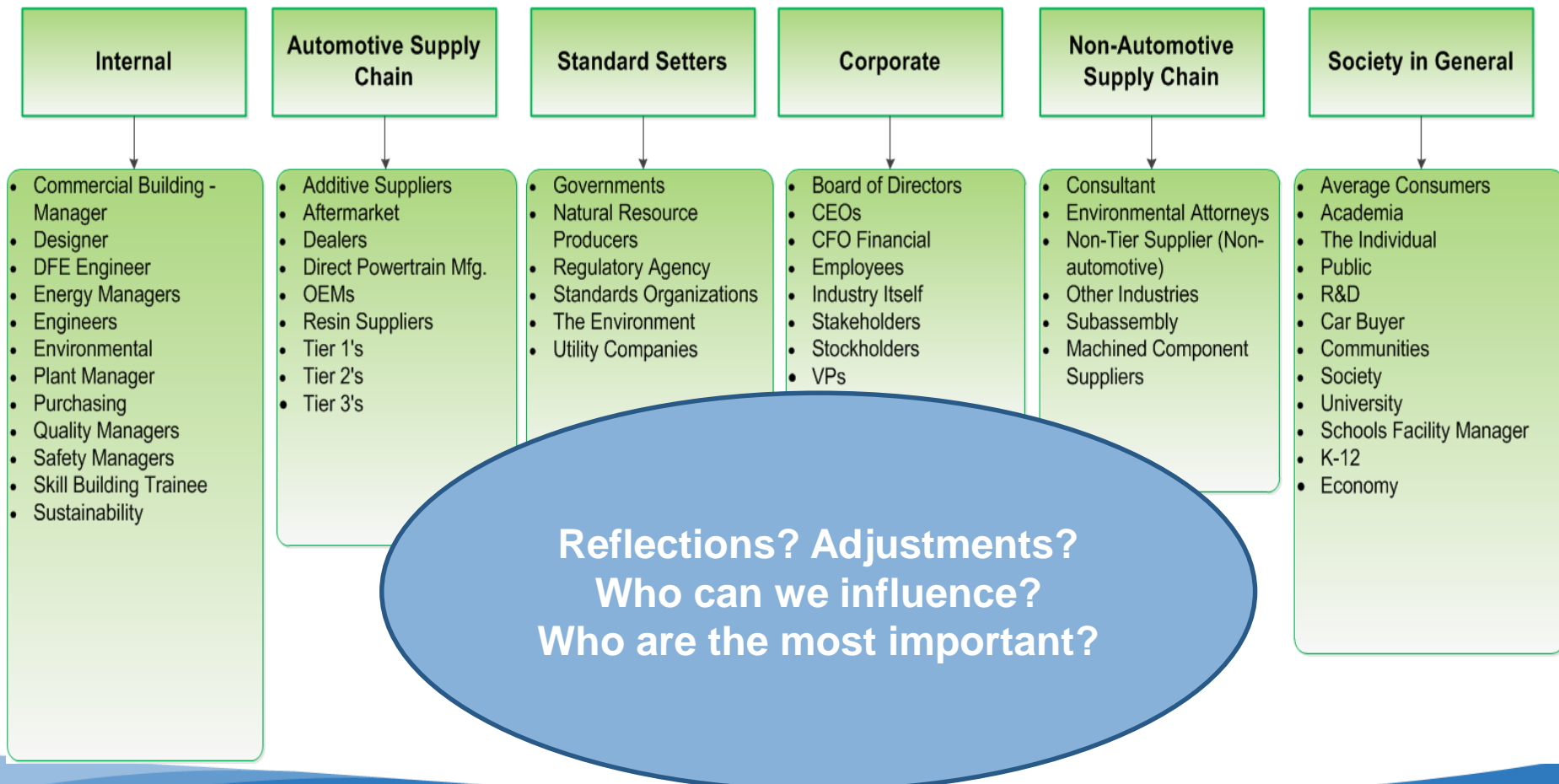## *What did we accomplish?*

Report Out: Red Team
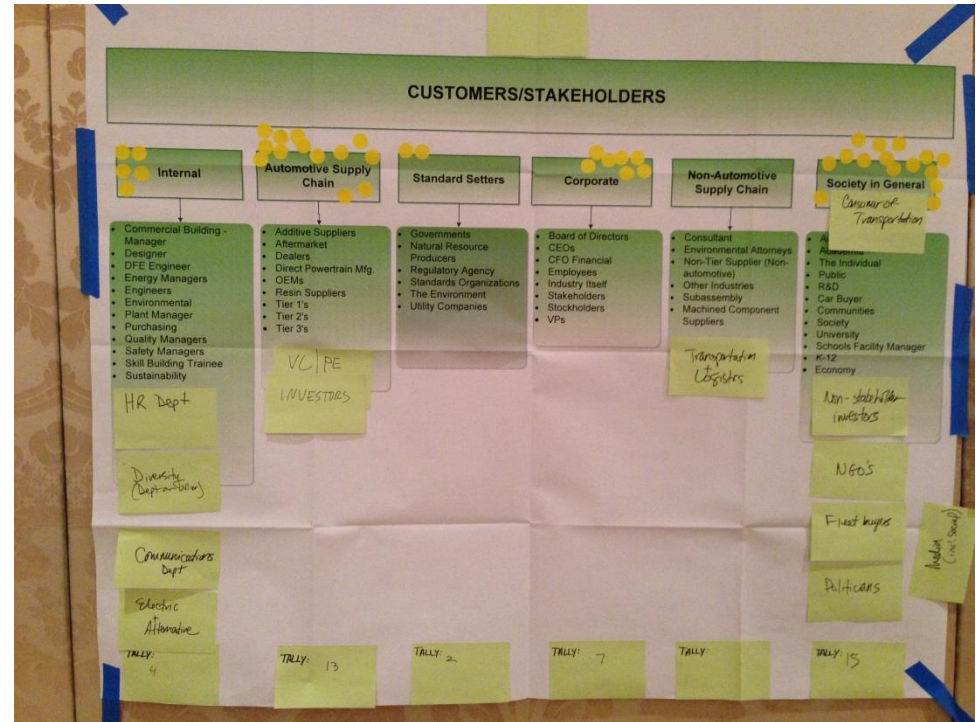
Customers & Stakeholders - 2013

CUSTOMERS/STAKEHOLDERS

Internal
- Commercial Building - Manager
- Designer
- DFE Engineer
- Energy Managers
- Engineers
- Environmental
- Plant Manager
- Purchasing
- Quality Managers
- Safety Managers
- Skill Building Trainee
- Sustainability

Automotive Supply Chain
- Additive Suppliers
- Aftermarket
- Dealers
- Direct Powertrain Mfg.
- OEMs
- Resin Suppliers
- Tier 1's
- Tier 2's
- Tier 3's

Standard Setters
- Governments
- Natural Resource Producers
- Regulatory Agency
- Standards Organizations
- The Environment
- Utility Companies

Corporate
- Board of Directors
- CEOs
- CFO Financial
- Employees
- Industry Itself
- Stakeholders
- Stockholders
- VPs

Non-Automotive Supply Chain
- Consultant
- Environmental Attorneys
- Non-Tier Supplier (Non-automotive)
- Other Industries
- Subassembly
- Machined Component Suppliers

Society in General
- Average Consumers
- Academia
- The Individual
- Public
- R&D
- Car Buyer
- Communities
- Society
- University
- Schools Facility Manager
- K-12
- Economy

**Reflections? Adjustments?
Who can we influence?
Who are the most important?**

Our Top Customers & Stakeholders

- Corporate
- Automotive Supply Chain
- Society in General

Value – What is important to our customers and stakeholders?

- Corporate
  - Take risk
  - Talent
  - Employee retention
  - Safety
  - Greener materials

- Auto Supply Chain
  - ROI
  - Customer desire
  - Profit
  - Work force ready
  - Re-energizing "sustainability" definition

- Society in General
  - Price vs. Value
  - Quality
  - Connectivity
  - Infrastructure
  - Usable time

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What helps and what gets in the way?

We want to:
Deliver value to our Customers & Stakeholders to accelerate innovation in sustainability.

What helps? What gets in the way?

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Key Themes from the Force Fields

- Workforce ready & retraining
- Internal/external perception of sustainability
- Missing protocols
- Financial fear
- Changing customer needs

Ideas to Reduce Obstacles & Build on What's Already Working Well

Obstacle or Working Well Theme	Idea	Grn	Red
Changing consumer needs	Create and publish impact of millennials' buying habits, be next year's speaker?	5	0
Changing consumer needs	Partnering/funding innovation in supply chain – funding the small company gems/tech days	14	0
Changing consumer needs	Leverage changing consumer needs and behavior to build business case for innovation	6	0
Missing protocols	Implement a technology portal for access to key staff	7	0

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Ideas to Reduce Obstacles & Build on What's Already Working Well

Obstacle or Working Well Theme	Idea	Grn	Red
Missing protocols	Communicate circles	4	0
Internal/external perception of sustainability	Government funding education	2	5
Internal/external perception of sustainability	Become/create mentor program with high school students	7	0
Workforce ready and retraining	Develop a program with universities over a 1 year internship before they graduate	7	0

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Haley & Aldrich, Inc.

Reflections and Learning

- Without more diversity in these groups, innovation in sustainability doesn't happen (i.e. HR, engineering, etc.)
- Looking at skills set of our future employees is critical.
- I was struck by the range of issues we have to deal with in sustainability
- Should follow up from this with knowledge sharing into "the partnership"
- Bring students into the conversation.
- It takes a long time to get ideas into the mainstream.

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Reflections and Learning

- Perhaps another organization like WWF can help remove some barriers by providing a platform/framework for having a conversation that's too big for SP to tackle
- There's momentum to creating a workgroup to work on 1 or more of these key themes and moving ideas forward.
  - Ex: get small co's in front of OEMs similar to TED talks + speed dating
- Could we leverage resources/$ from other organizations we're part of to advance these ideas?

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Reflections and Learning

- We could come up with a framework/model for how to set up internships/mentorships/training/education program and share (workgroup)?
- Do people know about SP? Opportunity to increase awareness of what SP is doing?
- THIS Summit focused more on the talent pipeline vs. last year
- I sense a need for action