

KOCH'S VISION

Our Vision is to succeed long term by applying proven principles of human progress to help people improve their lives.

This requires:

- Building the capabilities that enable us to create value for others
 - Creating good profit long term by providing products and services customers value more than their alternatives, while consuming fewer resources
 - Building mutually beneficial relationships with all core constituencies
 - Consistently practicing stewardship and compliance, especially regarding safety and the environment
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We continually transform our ability to realize these aspirations by:

- Empowering all employees to self-actualize and realize their potential
 - Continually improving — no matter how well we are performing — given the accelerating rate of creative destruction
 - Understanding long-term headwinds and tailwinds, and creating the visions, strategies and capabilities that will enable us to achieve superior returns
 - Better applying all five dimensions of Principle Based Management™
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By being principle based, empowering employees, becoming a preferred partner and continually transforming, we create virtuous cycles of mutual benefit. These not only maximize our contributions to others, and our results, they create opportunities for individual growth.
