



## Going Global

Second Working Session of the  
Worldwide Executive Team

September 12, 2009

# Today's Discussion

I.	Welcome .....	8:30 am – 8:45 am
II.	XXXXXXXXXX .....	8:45 am – 9:00 am
III.	XXXXXXXXX xxx XXXXX .....	9:00 am – 9:10 am
IV.	XXXXXXXXX xxx XXXXX .....	9:10 am – 9:20 am
V.	XXXXXXXXX xxx XXXXX .....	9:20 am – 10:15 am
	• XXXXXXXX xxx XXXXX .....	
VI.	Break .....	10:15 am – 10:30 am
	• XXXXXXXX xxx XXXXX .....	10:30 am – 11:00 am
	• XXXXXXXX xxx XXXXX .....	11:00 am – 11:45 am
	• XXXXXXXX xxx XXXXX .....	11:45 am – 12:30 pm
VII.	Lunch .....	12:30 pm – 1:30 pm
VIII.	XXXXXXXXX xxx XXXXX .....	1:30 pm – 3:15 pm
IX.	Break .....	3:15 pm – 3:30 pm
X.	XXXXXXXXX xxx XXXXX .....	3:30 pm – 5:00 pm
XI.	XXXXXXXXX xxx XXXXX .....	5:00 pm – 5:45 pm
XII.	Next Steps and Close .....	5:45 pm – 6:00 pm

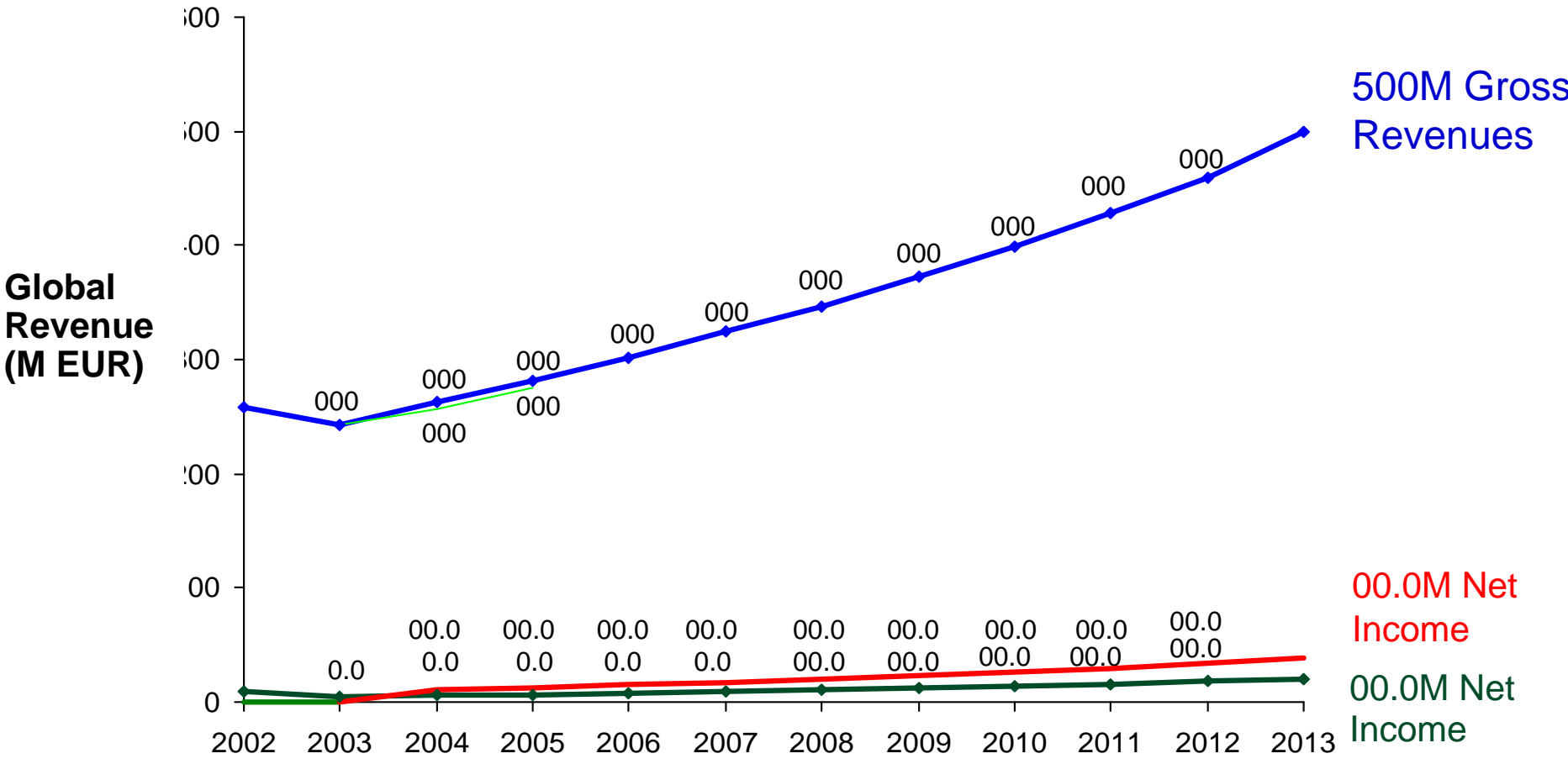
# Success for the Day: What You Said Is Important to You

- Alignment of executive team members
- Decide areas for focus linked to CEO vision
  - Sources of current and future growth
  - Where to compete, where **not** to compete
  - Strategic global customers
- Develop roadmap with milestones

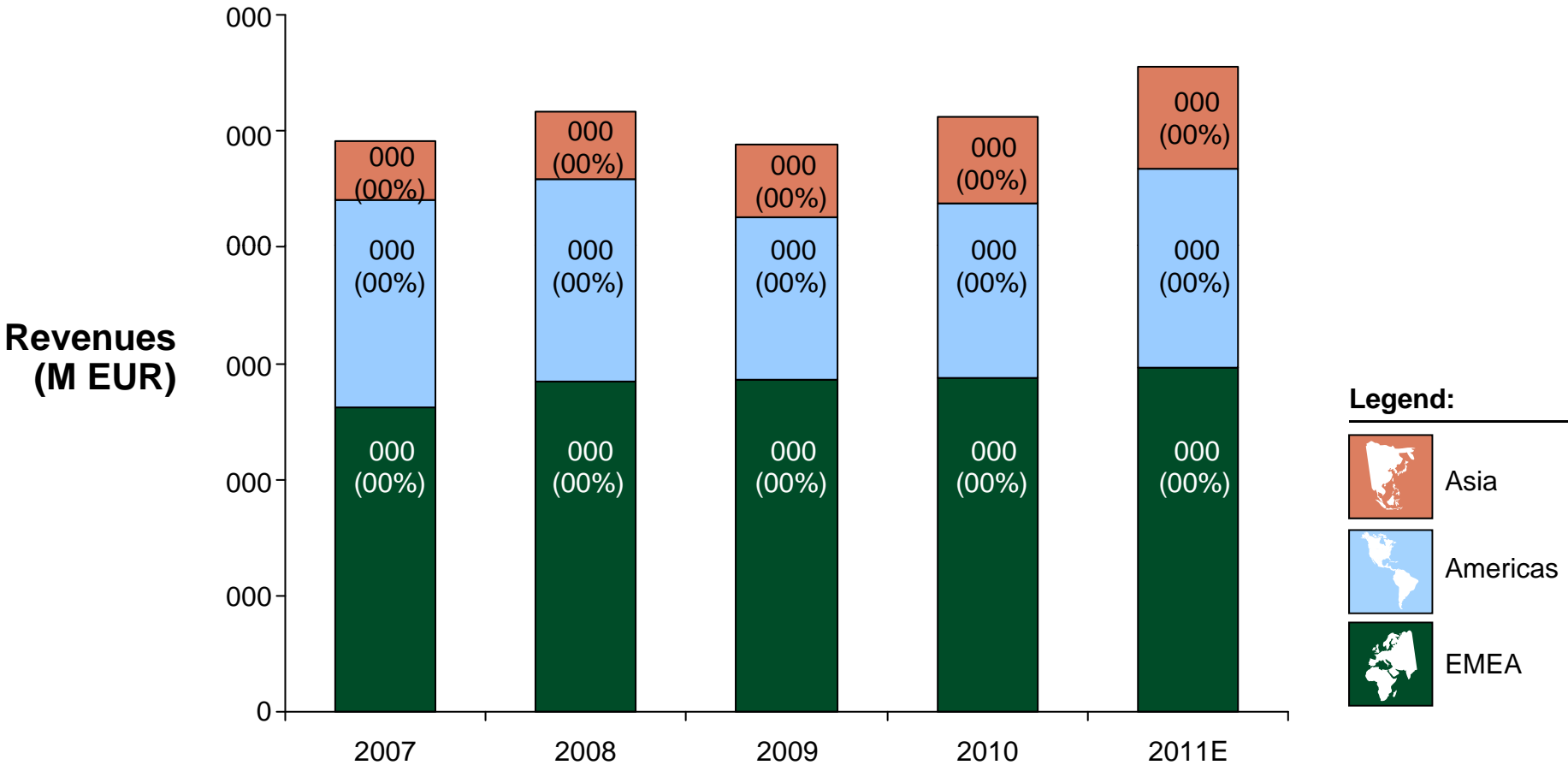
# Revisiting Vision

- Double the sales in 10 years
- Maintain current level of gross margins
- Be profitable in all 3 regions
- Invest your own money
- Rebalance group sales more in favor with Asia and Americas

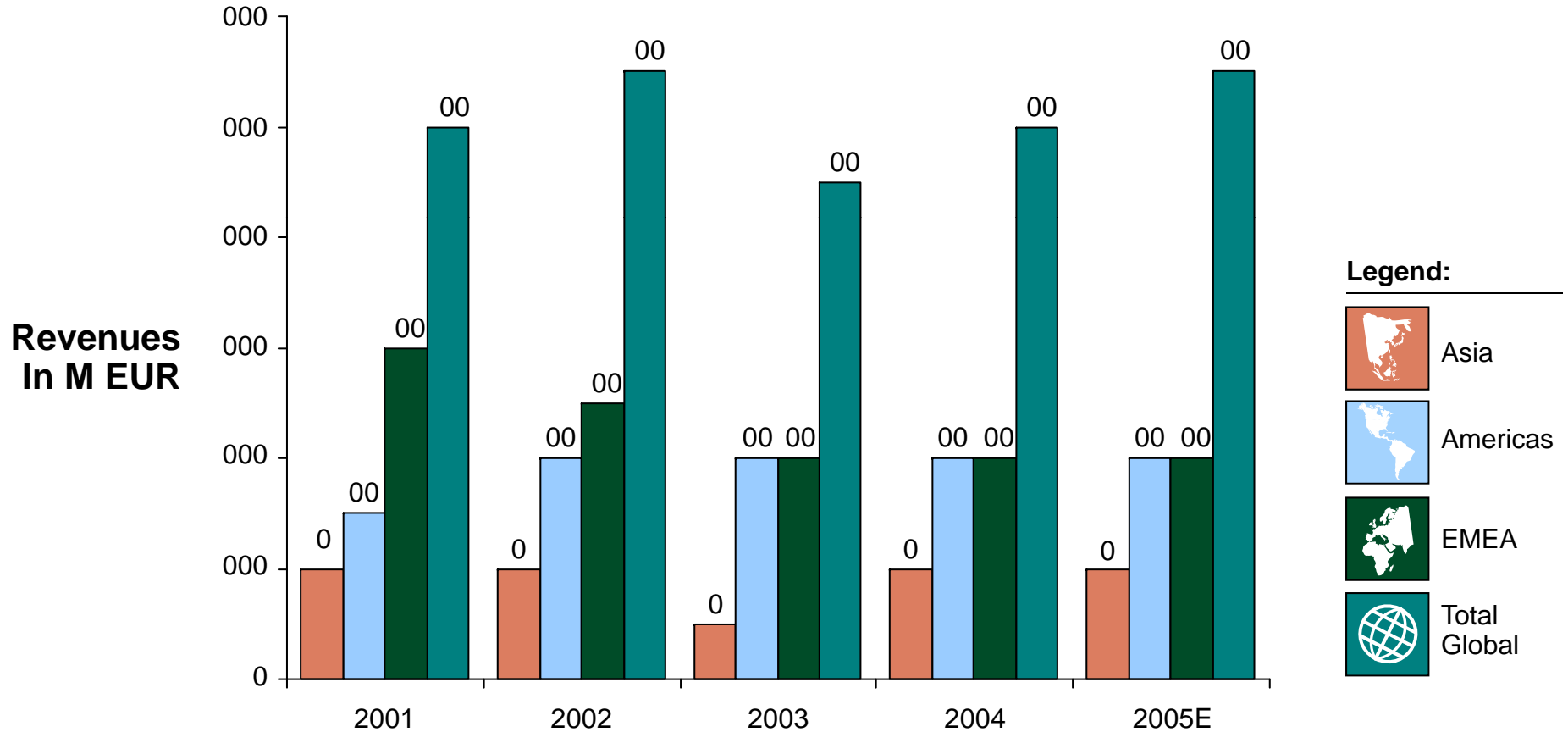
# CEO Directive: Double the Company in 10 Years



# Global Revenues Have Increased 00% Since 2001; 0% Growth Targeted

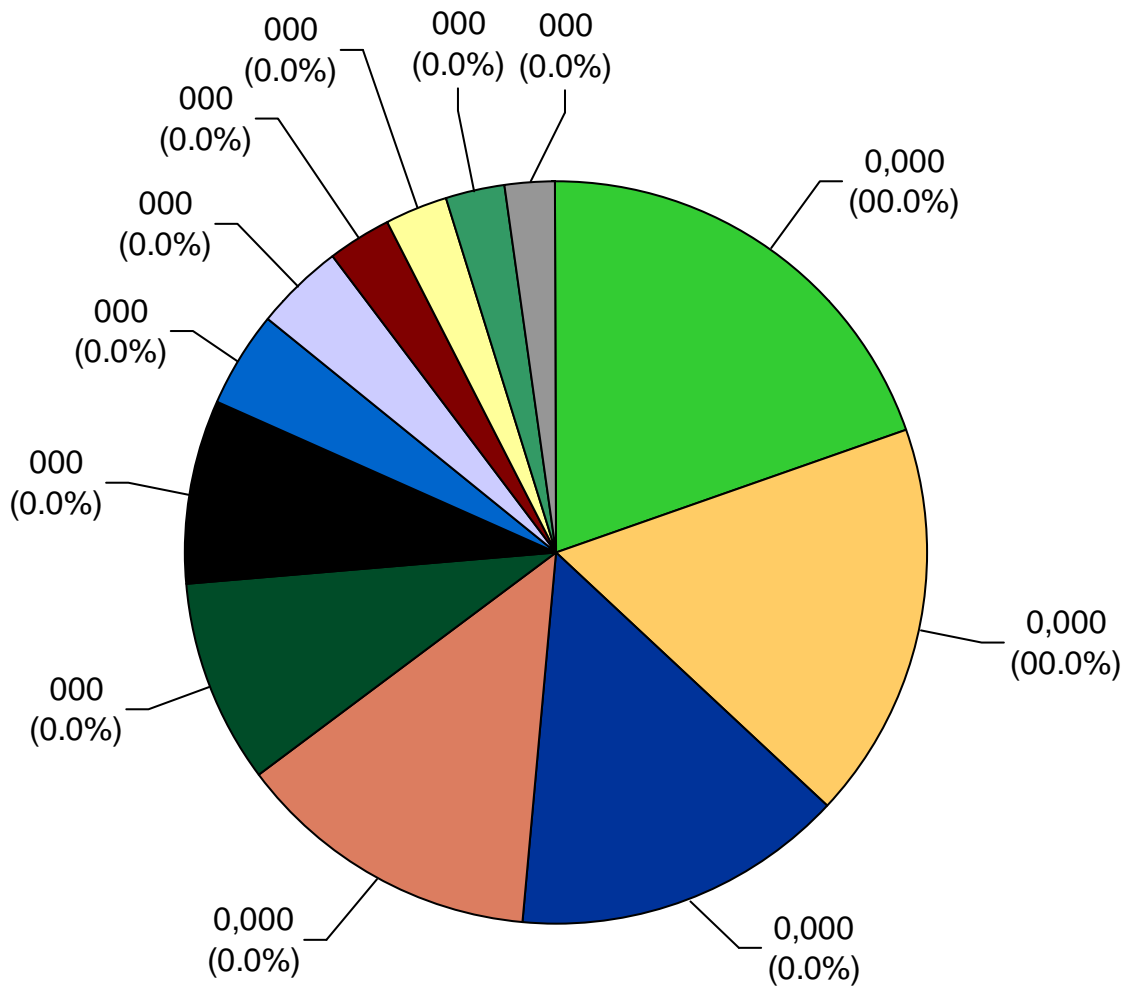


# Regional Contributions Show Decline Then Flat; Americas and Asia Essentially Flat



# 10 Top Competitors Accounted for Approximately 00% of the \$00.0B Market

Global Sales  
\$US M

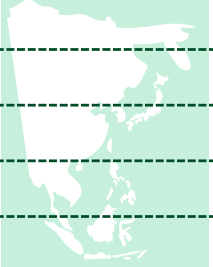

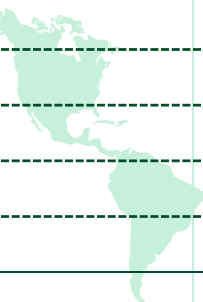






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# Market Sizing Worksheet

Region	Category A				Category B				Category C				Category D			
	Current Market Potential	Current Market Share	5-Year Mkt Pot Projection	10-Year Mkt P Projection	Current Market Potential	Current Market Share	5-Year Mkt Pot Projection	10-Year Mkt P Projection	Current Market Potential	Current Market Share	5-Year Mkt Pot Projection	10-Year Mkt P Projection	Current Market Potential	Current Market Share	5-Year Mkt Pot Projection	10-Year Mkt P Projection
<b>Asia:</b>																
• China																
• India																
• Other Asia																
<b>Americas:</b>																
• Mexico																
• S. America																
• U.S.																
<b>EMEA:</b>																
• Europe																
• Middle East																
• Africa																

# Mapping Global Customers Worksheet

Global Customers	Asia	Americas			EMEA		
		Mexico	S. America	U.S.	Europe	Middle East	Africa
<b>Category A:</b>							
• XXXXXXXXXXXX							
• XXXXXXXXXXXX							
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<b>Category B:</b>							
• XXXXXXXXXXXX							
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## Product/Technologies Summaries

# Product/Technologies: Where You Are, Where Should You Go?

## Asia

## EMEA

1. XXXXXXXXXXX XXXXX XXXX  
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### Sub-Category 1

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### Sub-Category 2

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### Sub-Category 1

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### Sub-Category 2

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### Sub-Category 1

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### Sub-Category 2

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### Sub-Category 1

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### Sub-Category 2

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XXXXXXXXXX XXXXX X XXXXX XXXX XXXXXXXX

# Product/Technologies: Where You Are, Where Should You Go?

	Asia	EMEA	United States
<p>1. XXXXXXXXXXX XXXXX XXXX XXXXXXXXXX XXX XXXXXXXXX XXXXXXXXXX XXXXX</p>	<p><b>Sub-Category 1</b></p> <ul style="list-style-type: none"> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXX XXX XXXXXXXXXXXX XXXXX X XXXXX XXXX</li> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXX XXX XX XXXXX X XXXXX</li> </ul> <p><b>Sub-Category 2</b></p> <ul style="list-style-type: none"> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXX XXX XXXXXXXXXXXX</li> </ul>	<p><b>Sub-Category 1</b></p> <ul style="list-style-type: none"> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXX XXX</li> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXX XXX XXXXXXXXXXXX XXXXX X XXXXX</li> </ul> <p><b>Sub-Category 2</b></p> <ul style="list-style-type: none"> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXX XXX XXXXXXXXXXXX</li> </ul>	<p><b>Sub-Category 1</b></p> <ul style="list-style-type: none"> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXXX XXX</li> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXXX XXX XXXXXXXXXXXX XXXXX X XXXXX</li> </ul> <p><b>Sub-Category 2</b></p> <ul style="list-style-type: none"> <li>XXXXXXXXXX XXXX XXXXXXXXXXXX X XXX XXXXXXXXXXX XXX XXXXXXXXXXXX</li> </ul>
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# Product/Technologies: Where You Are, Where Should You Go?

	Mexico	South America	Americas
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