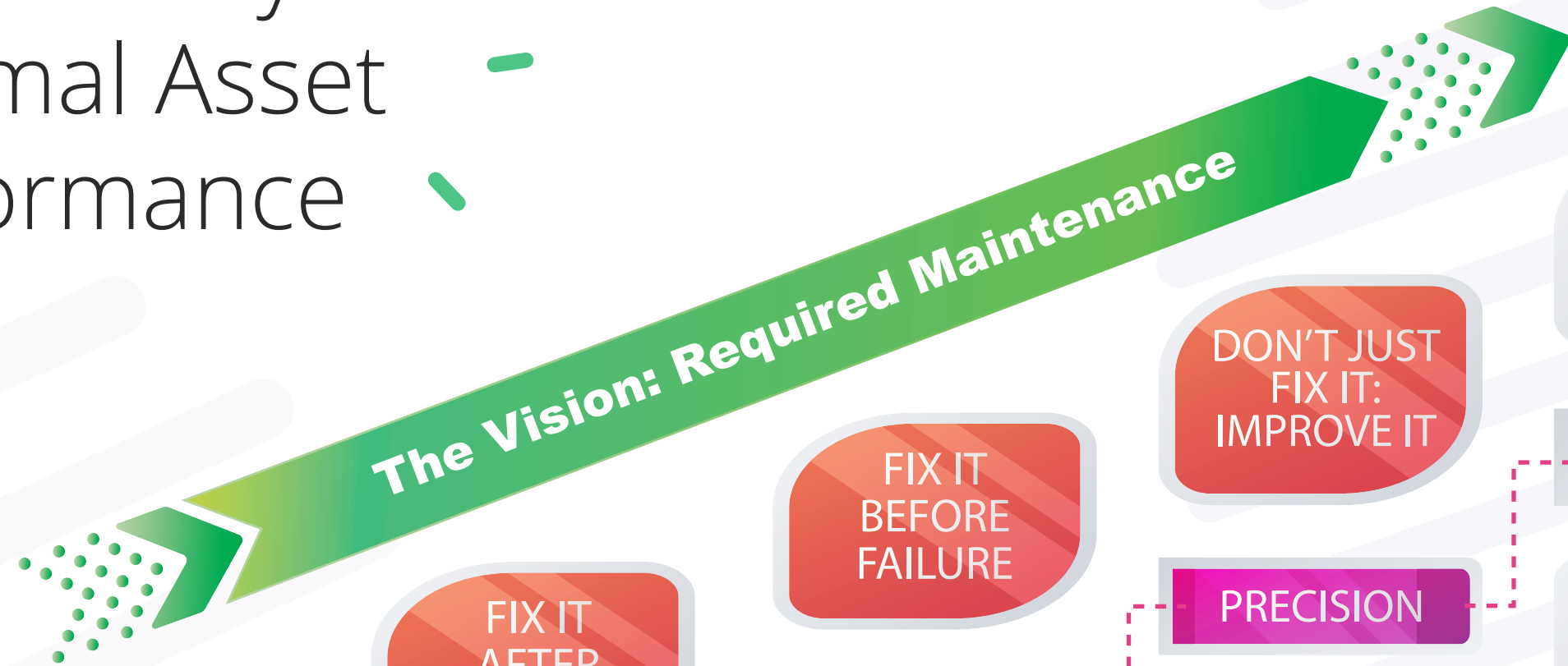




The Journey to Optimal Asset Performance

Asset Performance



MENTALITY

DON'T FIX THE FAILURE

FIX IT AFTER FAILURE

FIX IT BEFORE FAILURE

DON'T JUST FIX IT: IMPROVE IT

BEYOND THE PLANT

CULTURE

REGRESSIVE

REACTIVE

PLANNED

PRECISION

WORLD CLASS

REWARD

Short Term Savings Decaying

Overtime, Heroes, & Breakdowns

Planning = No Surprises

Competitive Advantage & Org. Discipline

Best In Class

Organizational Culture