

CORPORATE VALUES

Customer	Excellence	Relationships
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GSCP PRIORITIES

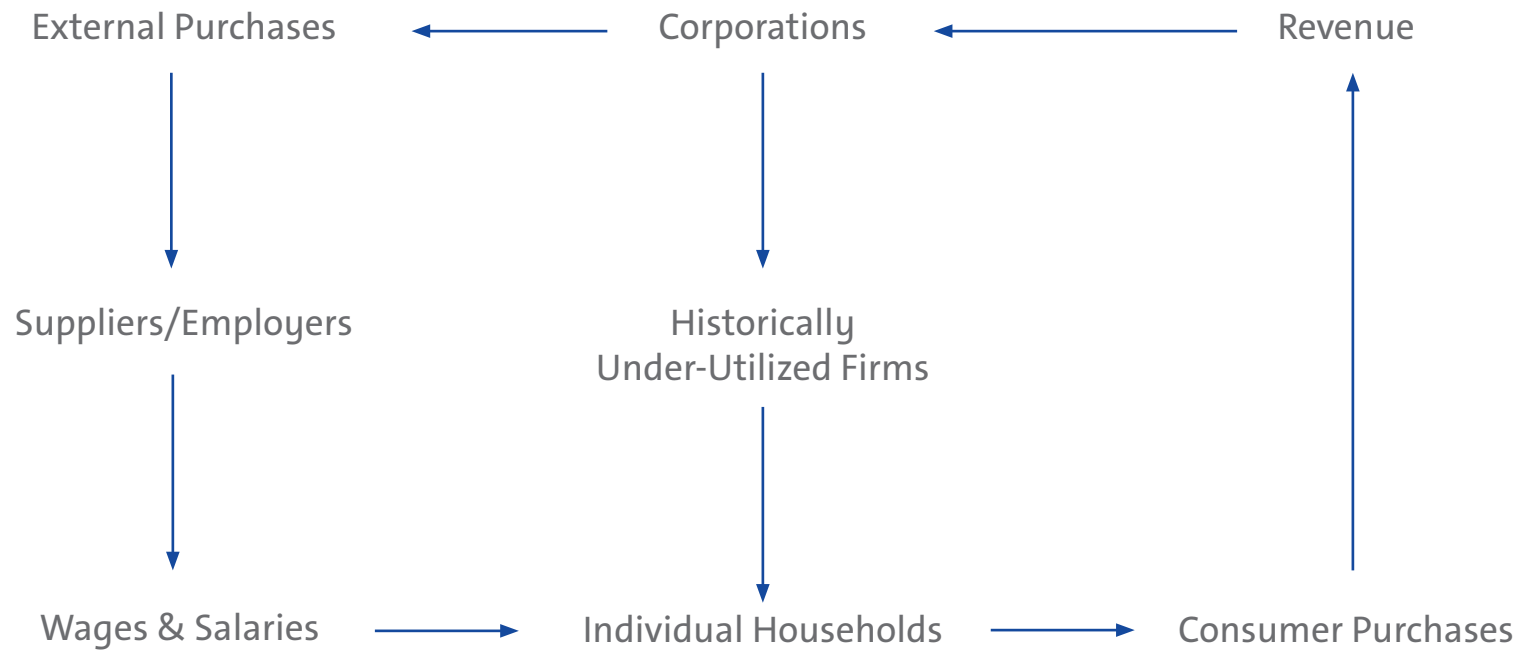
Accelerate Innovation	Total enterprise approach to cost	Defect free vehicles launch with quality and volume	Waste free value stream	Nurture relationships
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SUPPLIER MISSION: DRIVE IDEAS

Impact Sustainable spend & sourcing activity	Development Mentorship/ training curriculum	Education Awareness/ Philanthropy	Advocacy Internal/External Support	Suppliers Intelligence & relationships
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THE BUSINESS CASE



Supplier diversity equips a rapidly growing segment of households from underutilized population groups to purchase products/services thereby supporting revenue growth.

IT'S NOT

Government mandates
Good corporate citizenship
Quotas/Affirmative Action
Charity
Entitlement
Program

IT IS

Value proposition
Customer differentiator
Certified requirements
Key performance indicator
Unique network
Process

Supplier Diversity is a process of inclusion that enables us to leverage and connect with a historically underutilized supply base.

WHAT IS THE ROI OF SUPPLIER DIVERSITY?

Customer Differentiator



Community Impact



Unique Network of Suppliers



Economic Common Sense

KEYS TO PROMOTING SD:

Exposure - training, engagement, communication

Appearance - credible staff with active business initiatives

Performance - shared accountability & accurate data

WHAT DRIVES SD? CUSTOMER • COMPLIANCE • CULTURE

WHAT IS THE VALUE PROPOSITION OF SD?



CYCLICAL VALUE PROPOSITION

CONNECTING:

- Corporate Purchases
- Supplier Employee Salaries & Wages
- Consumer Purchases
- Corporate Revenue/Product

