



Let's keep it going

At the onset of the COVID-19 pandemic, our CEO, Kevin Nolan, gave GE Appliances employees these guiding principles: **take care of each other, serve our customers, and support our communities.**

We heard him. We developed and executed a strategy that protected employees while enabling the business to thrive. Since then, we have continued to focus on employees, customers, and communities to succeed. To remain strong and competitive, we're relying on our high-performance culture—built by strong teams.

This approach summarizes what it takes to have a winning strategy. Let's break it down.

“Coming together is the beginning.

Keeping together is progress.

Working together is success.”

— Henry Ford



Coming together is the beginning

Winning teams have a shared purpose. We make the world's best appliances to enable happiness and wellbeing in every home. Partnerships matter; we do better together. Individuals take the focus off themselves and appreciate and value each other.

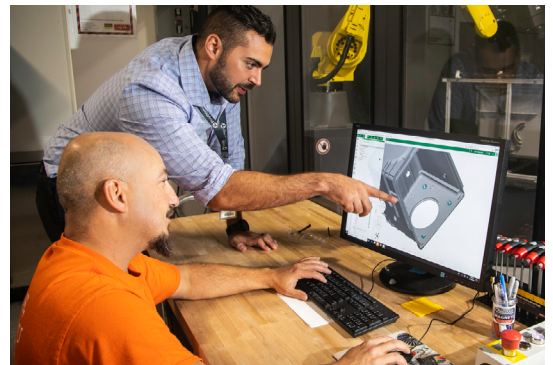
Keeping together is progress

Having a strong belief in yourself and your team is at the heart of success. Remind your team how their mutual commitment to each other helps manage the trials and tribulations that come their way.

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- **Protect what you have.** Make sure your team knows you are their biggest fan and that you will always be in their corner.
- **Base decisions on the right information.** Collect pertinent information from both internal and external sources.
- **Remember where you came from.** Keep things in perspective. We're each a very small part of a very large universe. Being humble will help those around you recognize that you value more than just your own ideas. When something goes right, give credit to everyone involved. When something goes wrong, don't cast blame. If you recognize your place in the world and encourage your team to keep things in perspective, they'll know you have their personal interests at heart.
- **Commitment.** Commitment gives us purpose. When you want to be successful, you must fully invest yourself in what you're doing. Make sure you're doing one thing, and you're investing all you've got. Once you're committed to something, your mind becomes like a homing device.
- **No compromise.** Developing and sustaining your team takes conviction. A conviction of no compromise. Don't settle. It's like the movie *Braveheart* where Mel Gibson delivers the line, "People don't follow titles, they follow courage."

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together
is progress



Working together is success

Collaboration leads to open sharing and trust within your team. It forms partnerships that go beyond simple win-win outcomes. Communicate the idea of "one." Shared contribution is the art of working together as one. Empower those around you and encourage others at all levels to be the best leaders they can be.

The pandemic has brought us together in new and creative ways. It has shown us the value of staying together, and that by working together, there is no limit to what we can accomplish.

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