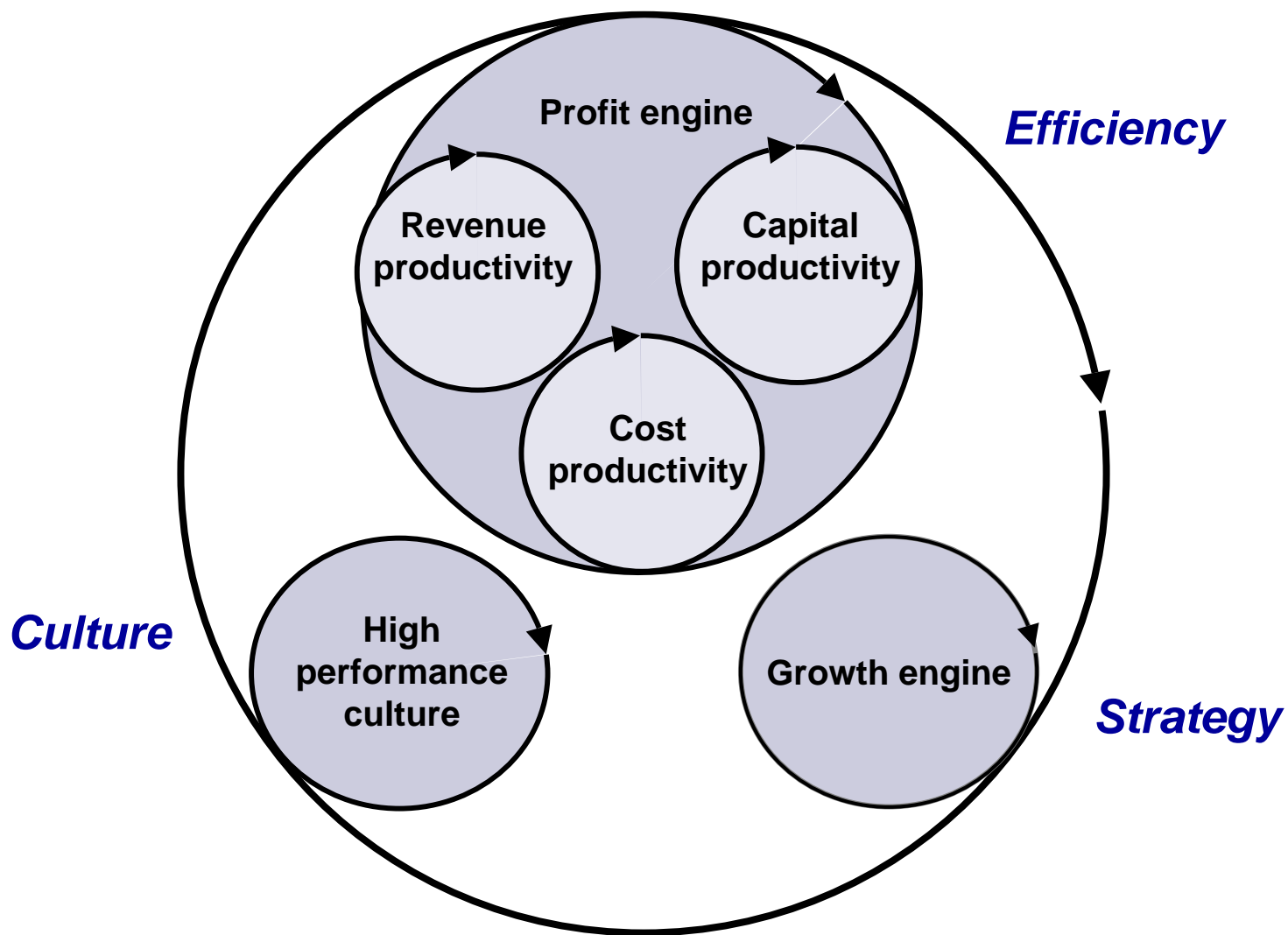


# Greg Witcombe

General Manager  
Business Transformation  
and Human Resources



# Orica's Approach Value Drivers



# How do we embed this approach?

## **PRINCIPLE**

## **VALUE**

## **OPERATING STRATEGY TOOLS**

SH&E

Value our PEOPLE  
SUSTAINABILITY  
Value added

- 1) ZERO FATALITIES STRATEGY
- 2) ORICA SH&E SYSTEM

Commercial  
Ownership

ECONOMIC  
Value added

- 1) GROUP PROCUREMENT
- 2) SUPPLY CHAIN IMPROVEMENT
- 3) MANUFACTURING IMPROVEMENT
- 4) SIX SIGMA

Creative  
Customer  
Solutions

CUSTOMER  
Value added

- 1) ORGANIC GROWTH PROJECTS
- 2) STRATEGIC MARKET PLANNING
- 3) INNOVATION & TECHNOLOGY
- 4) CUSTOMER DRIVEN PERFORMANCE METRICS
- 5) SUSTAINABILITY BUSINESS

Working  
Together

PEOPLE  
Value added

- 1) TALENT DEVELOPMENT
- 2) CAREER DEVELOPMENT AND SUCCESSION PLANNING
- 3) GENDER PROGRAMMES
- 4) CULTURAL DIVERSITY PROGRAMMES

# Transforming Orica – Group Initiatives

## Growth

- Customer Driven
- Strategic Market Planning

## Productivity

- Group Procurement
- Supply Chain Improvement
- Manufacturing Improvement

## Enabler

- Six Sigma