

## **Great Dane Executive Leadership Summit**

**Theme: Together Toward Tomorrow**

**Sub-themes: Safety, purposeful leadership**

**December 2016, Hilton Head Island**

**Closing Charge-Dean Engelage, President**

*Estimated time: 4:10*

Thank you, Dave. Once again, you have shined a light on the importance of safety and done it in a way that makes us all stop and think about what we can do to make Great Dane a safer place to work.

And thank you, Jeff and Max. You have made us stronger in our resolve to become better leaders. I'm sure everyone here now has more tools to use to lead with purpose.

We came here this week to learn about leadership because we recognize our company culture is changing and we need to do better. We need to demonstrate leadership in everything we do.

I hope you now have a better understanding of how you can be a better leader, how to put our value of leadership into action, and how you can promote a safer work environment. I hope you see now why it is so important for you to be fully invested in our purpose. I hope you understand the core problem we face in hiring and retaining quality talent. And I hope you are ready to help us plan and prepare for the next 10 years.

“Together Toward Tomorrow” isn’t just a few words with a logo. It’s a call to action for us all. We must lead together, in the right direction and for the future. To do otherwise would just not be good enough to compete in our changing world. We must embrace Purposeful Leadership and our Compelling Brand Values. We must connect with our Customers and encourage Employee Engagement.

Across this great company we have about 160 initiatives, all of which will bring about change. Most of them involve some type of data analytics because that’s the way of the future. Everything is connected and everything gives us information to analyze. We have to listen to our customers and employees and understand the data they provide us in order to make the right decisions to keep us on the path to a successful future.

Great Dane’s future has so much potential. But only if we are ready to lead in new ways, to make informed choices and keep Safety as our Number One priority.

I started this conference with a look at this beautiful Hilton Head Island and talked about how the people here prepare for the threats they face, including hurricanes. The truth is every community needs to prepare for the inevitable storm, even monster hurricane storms. The same is true for companies like ours. We cannot be complacent and ignore the data we see. We must be clear-sighted in our decision making, weighing risk against preparation, and remembering what is important to us and how we need to protect it.

I hope you leave here with a very clear picture in your mind of our core challenge – supporting our people, both hourly and salaried. Keeping them safe is so important to us and their families. We need to train and motivate them to work

safely and be engaged in all aspects of their work. We need to be focused on our employees and their needs so that we create for them a dynamic environment for growth.

You should now have a better understanding of our purpose – our “Why” and your “Why” – and what that means to you when you come to work each day. It’s time to embrace it and become fully invested in your work.

Finally, as we wrap up this event, I want you to leave here feeling confident that we are preparing for the future success of Great Dane. I want you to know that bad things don’t have to happen. You can change the way you do business and have a good reason for every decision you make. You can “Do Simple Better,” and that will make all the difference.

Thank you for attending this Executive Leadership Summit. It has been my pleasure to learn with you, and I look forward to hearing your thoughts as together we move toward tomorrow.