KOCH’S VISION

Our Vision is to succeed long term by applying proven principles of human progress to help people improve their lives.

This requires:
• Building the capabilities that enable us to create value for others
• Creating good profit long term by providing products and services customers value more than their alternatives, while consuming fewer resources
• Building mutually beneficial relationships with all core constituencies
• Consistently practicing stewardship and compliance, especially regarding safety and the environment

We continually transform our ability to realize these aspirations by:
• Empowering all employees to self-actualize and realize their potential
• Continually improving — no matter how well we are performing — given the accelerating rate of creative destruction
• Understanding long-term headwinds and tailwinds, and creating the visions, strategies and capabilities that will enable us to achieve superior returns
• Better applying all five dimensions of Principle Based Management™

By being principle based, empowering employees, becoming a preferred partner and continually transforming, we create virtuous cycles of mutual benefit. These not only maximize our contributions to others, and our results, they create opportunities for individual growth.