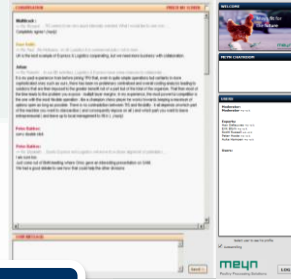


**Continuous Strategic Dialogue
Meyn 2011-2013**

Follow up sessions



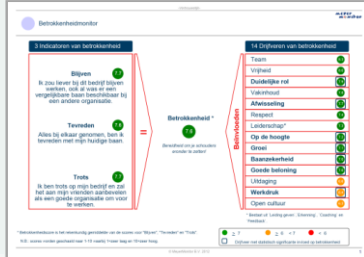
Harvest chats



Strategy Engagement in 5 steps

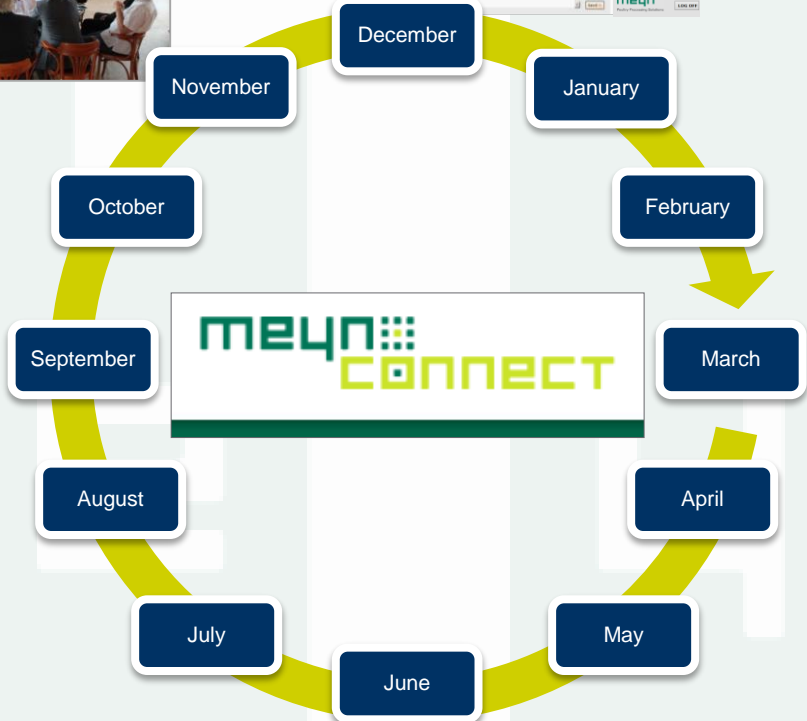
- Make strategy transferable
- Activate leading coalition
- Measure strategic non-financials
- Turn data into dialogue
- Make dialogue continuous

Global People Survey



Strategy Awareness Scan

Strategy Awareness	EHEA	Benchmark			
		Overall	Executive	Sen. Man	Rest
Strategy Awareness	7.4	7.2	8.8	8.2	8.9
Knowledge	8.5	7.2	8.5	8.5	8.5
Inspiration	7.2	7.2	7.2	7.1	7.1
Trust	8.0	8.0	7.2	7.2	8.0
Leadership	8.0	7.2	8.0	7.2	7.2



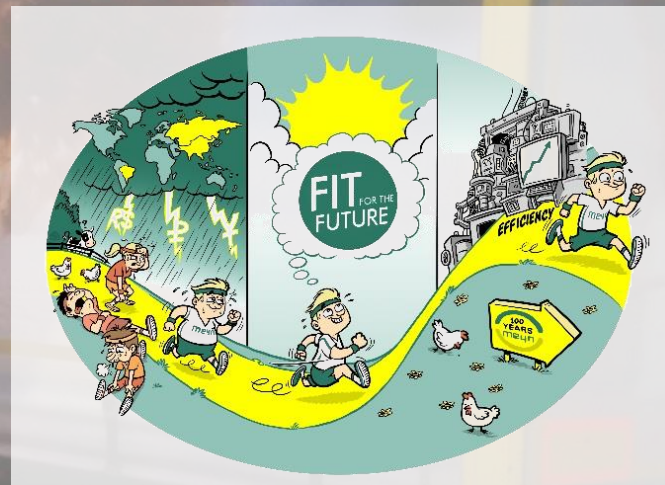
Vision 2015 offsites



**STEP 1:
Make strategy
transferable**

**Meyn Vision
booklet**

Dedicated to
poultry processing



Vision 2015

Toluca, 14 December 2011



**STEP 2:
Activate leading
coalition**

Vision 2015 offsites



**Working Together for Leadership in
Sustainable Poultry Processing Solutions**



STEP 3: Measure strategic non- financials

Global people survey

	Before offsites n=151	After offsites n=116
Strategy Awareness	6.4	7.7
Knowing	5.8	7.8
Inspiration	6.4	7.8
Trust	6.5	7.3
Leadership	6.9	7.8

3 Indicators of Engagement

Retention 8.0
I would prefer to remain with the company even if a comparable job were available in another company.

Satisfaction 7.9
Taking everything into account, I am satisfied with my current job.

Pride 8.2
I am proud of my company and would recommend my company to others as a good place to work.



14 Drivers of Engagement

Team	8.4
Job Content	8.3
Role Clarity	8.3
Freedom	8.1
Variety	8.1
Job Security	7.8
Challenge	7.6
Respect	7.3
Pressure at Work	6.7
Fair Pay	6.6
Open Culture	6.5
Kept Informed	6.5
Leadership*	6.5
Growth	6.4

Engagement drivers

To what extent do you agree with the following statements? (1=Fully disagree - 5 = fully agree)

fully disagree fully agree

1. Role Clarity

1 2 3 4 5

2. Job Content

1 2 3 4 5

STEP 4: Turn data into dialogue

Harvest chats &
follow-up sessions



CONVERSATION

Welcome to our Meyn 'Vision 2015' dialogue session. This session is hosted by Han Defauwes, Marco van Straaten & Erik Blom.

Together with 110 other colleagues you have registered to be part of this event! Our objective today is to share personal experiences in "working together" around our 4 strategic initiatives:

- One Meyn
- Excell in Sales
- Innoforce
- Manufacturing Transition Program

Please take a moment to read the 'principles' of this dialogue session:

- Focus on the topic discussed
- Share personal examples
- Please respond to each other
- Be specific & KISS: Keep It Short & Simple

Practical tips:

- Type your messages in the lower left corner & click on 'SEND' or 2x 'ENTER'.
- To respond directly to a previous comment, click on the 'REPLY' link below a statement.
- To navigate back to previous comments: you can (temporarily) unselect 'autoscrolling' in the lower right corner and scroll back.

We believe that a key success factor to "working together" is sharing experiences and information. For this reason we appreciate your presence and input (despite the busy times) and wish you all an inspiring session. Let's get started!

Demo_user:
Welcome message
(Reply)

Demo_user:
Demo_user: Welcome message
Thank you for the invitation,

YOUR MESSAGE

SEND

WELCOME



POLL

I trust that our organization can successfully execute our strategy.

Votes counted: 11/24

Yes	63%
No	36%

USERS 25

Experts:
Samuel Adams (CEO)
Demo CFO

Users:
Scott Miller
Ronald Smith
Wayne Alexander
Robert Martin
Clarence Perez
Matthew Jackson
Maria Watson
Catherine Evans
Todd Cooper
Beverly Winhac

Select user to see his profile

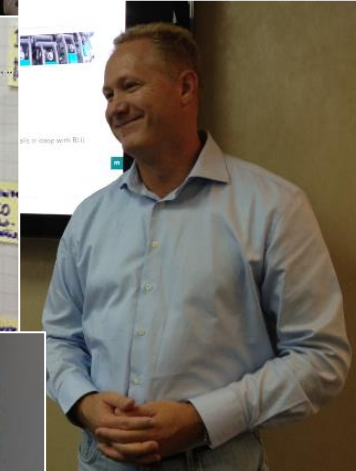
Autoscrolling

me 1 yn
Poultry Processing Solutions

LOG OFF

STEP 5: Make dialogue continuous

*Management Team
Development*



Working Together for Leadership in Sustainable Poultry Processing Solutions

Strategic priorities

- One Meyn
- InnoForce
- Excel in Sales

Manufacturing Program

Strategy 2013

Vision 2015

Net Sales > EUR 250 million

EBITDA Margin > EUR 50 million

Innovation: 25% new products

Quote 100% - Win > 50%

Grow After Sales > 10% annually

Handwritten notes on sticky papers:

- APC R&D - enhance no capital
- Close & Profitability CTB - (Meyn)
- MEYN = Solutions AS - Custom Innovation Growth
- Development (CTB) vs. Research (Meyn)
- LEAN
- Issues: Quality & Efficiency, Reliability, Engineering, Customer Accuracy, Safety, etc.
- CTB: Lack of talent alignment, Unstable Supply, etc.
- MEYN: Increase Revenue, etc.

HBR.ORG

Harvard Business Review



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THE BIG SHIFT

How Managers Become Leaders

By Michael D. Watkins

Leadership Is a Conversation

How to improve employee engagement and alignment in today's flatter, more networked organizations

by Boris Groysberg and Michael Slind

**Executives keep running
Leaders regularly stand still**



Idea in Brief

One-way, top-down communication between leaders and their employees is no longer useful or even realistic.

Today's leaders achieve far more engagement and credibility when they take part in genuine conversation with the people who work for and with them. A conversation is a frank exchange of ideas and information with an implicit or explicit agenda.

Corporate conversation reflects a new reality: Thanks in part to digital and social technologies, employees have found a public voice. They'll use it whether their bosses like it or not.

The good news for leaders is that people can talk up a company in a way that's more interesting and attractive than any obvious public relations campaign.