



# VIRTUAL LEADERSHIP CONFERENCE

PDS Report Out

# PDS Report Out

## What do you think of Project Charging Forward?

- Gives clarity to the organization and the outside world on what we want to achieve. At the same time, it is exciting and necessary for BW to stay relevant and a big responsibility for PDS.
- Need to make hard decisions on target customers and resource allocations, while improving customer intimacy to align our product roadmaps, strategy and value propositions
- Significant margin pressure to book electrification business due to the number of competitors—more than the traditional automotive competitors

## What are your talent challenges/opportunities?

### Speed and timing to hire

- Strategic resource planning—better understand our needs ahead of program launch
- Open PDS opportunities to employees across all BUs
- Develop strategic partnerships with external recruitment vendors

### Competition for Talent in the market

- Improved marketing and branding—Electrification
- Partner with universities and technical schools—sponsorships, intern and graduate programs
- Accelerate Talent development for growth
- Develop internal resources to support the transition from ICE to E
- Next generation of Talent attracted by new technology pull people from other industries

### Continue cultural integration—DT, new hires

- Focus on onboarding process
- Training—LA/GS, product, leadership and processes

## What are the most important areas where we can improve ESG from a product engineering and manufacturing point of view?

- Additional training/communications to our teams focused on Product Life Cycle from DFM, DFA to Reman/Serviceability through AR approval process to determine if we are meeting our ESG objectives
- Create a link between ESG to the business side. How can we create value for all of our stakeholders!
- Continue to grow our Societal initiatives. Supports retention of employees, attracts talent while supporting and meeting customer expectations.