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CEO

This month's CEO Straight Talk article is the last in a series of four articles introducing you to the PRECorp Strategy Map. My first article explained the power of the PRECorp Moonshot, the mission focus of the PRECorp Purpose, and guiding force of the PRECorp Vision 2030.

In my second article, I described the importance of the outcomes we are striving for in the Member Perspective and in the Financial Perspective. In last month's article, I described our Strategic Themes of 1) Monitor, Predict and Harness the Power of Accelerating Technologies, 2) Mitigate Wholesale Power Supply Risk, and 3) Member Engagement and Community Development, as well as the various objectives supporting these themes.

I have actually saved the best for last as this month I will talk about **Talent and Technology** and our **Principles and Values**. If you look at the Strategy Map on the page below, these perspectives are at the bottom of the Strategy Map because

they form the foundation for everything we do. If we don't have our People, Values and Principles right, we can't really do anything.

The Talent and Technology perspective represents how we will go about supporting and developing the PRECorp Team. We also leverage technology to enable our people to work efficiently and smartly. This is one reason we have been able to reduce our employee count by 20 positions over the past 2 years. The better we can support and develop our team, the less time we will spend "grinding our gears". If we waste energy and time, we can't serve you at the high level to which we aspire.

**[The Strategy Map] is a one-page representation of who we are, our reason for existing, how we get things done, and what we need to do to serve you, our member-owners.**

We live in a very fast-paced world these days and things change very quickly. We rely on our Principles and Values to keep ourselves on course when we experience confusion and uncertainty in the face of rapid change, problems, and other difficult situations when the path forward may be a bit hazy. These principles and values are our "true north". You can't lose your way if your compass continues to point to true north.

There is clearly a lot going on within the PRECorp Strategy Map. It is a one-page representation of who we are, our reason for existing, how we get things done, and what we need to do to serve you, our member-owners. The Strategy Map is not something we put in a file somewhere and forget about. It is something we keep in front of us each and every day.

You might consider saving this copy of the Strategy Map and putting it someplace you can find later. If you wonder why we have done something, this map should explain it. If it can't, then let me know and I will help you connect the dots. If I can't connect the dots, then chances are we may have drifted, and your help to keep us on the course of service to you will be greatly appreciated.

*Mike*

