

1971 OBJECTIVES

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B. For longer term growth and diversification identify, recommend and gain management acceptance for:

- Long range development activity in 2 or 3 new areas that offer minimum \$10 M sales each by 1980.
- A key diversification through external business arrangement, and complete steps required to allow implementation in 1972.

III. PEOPLE

All aspects of the Organic management system will continue to be implemented with specific emphasis on: performance vs. objectives, effective organization and personnel development and motivation. A primary objective will be to learn to operate our business effectively with less people.

IV. ORGANIZATION

Organize to accomplish all business group goals and objectives.

V. IMAGE

Project an image of:

- Flexibility and capability to handle business situations effectively.
- Urgency and "can do" attitude.
- Growth orientation.

VI. ECOLOGY

1. Manage PCB environmental program within the United States to minimize chances of further harmful contamination and to protect against exposure of Monsanto to major financial losses or deterioration of Corporate image.
2. Lead other PCB producers by maintaining a responsible PCB business posture worldwide.

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