

To all employees:

Re: The ABC Way

As you know by now, we've put a great deal of effort into articulating, and now teaching the ABC Way – the 27 Fundamental behaviors that will help us to achieve even greater levels of success. Like anything else that's critical, it's important for us to get some metrics around our performance and to track our improvement over time. I want to share with you our plans for doing just that:

- Over the next few weeks we're going to be conducting a survey to get a baseline measurement of our starting point.
- The survey will be sent to hundreds of customers, vendors and suppliers, and to each of you.
- The survey will ask about people's observation of us and how well we currently practice each of our Fundamentals.
- We'll conduct this same survey each year so that we can monitor our progress.

We'll be sure to share the results with you when the survey is complete. If any customers ask you about the survey, feel free to explain what we're doing and why and encourage them to respond. All survey responses are confidential, by the way.

Thanks again for your enthusiastic participation in making ABC like no other company in our industry.

Warmly,

CEO