

# Introducing The McCain Way of Winning – A snapshot.



## The need for change.

We are operating in a **fast paced busy world** that is **only going to get faster**. As a **consumer** we have **so much choice** at our fingertips – from eating on the go to having food delivered to our doorstep.



Increased  
Competition



Rising  
costs



Need for  
Innovation

It's also a world of **challenge** for our customers and **McCain** - **increased competition**, **rising costs**, and the **need for innovation** to stay ahead. Winning suppliers are having to **evolve fast** to **engage and lead customers**, **build collaborative partnerships** that **creates value** beyond the products they sell.

**“We need to change our game and go on the perpetual offense”.**

**Max Koeune,  
Chief Executive Officer**

## Winning Mindset.

As we rise to these challenges and embrace new ways of working **it's critical we have a winning mindset**, a strong **commitment** to delivering our goals, and an **energy and enthusiasm for growth**.



## One Team.

We must **work as one team**, bringing our own **expertise and capability together**, to **collectively create a stronger result**.

As we operate across diverse markets and environments **we must show up consistently in our planning and execution** so that we **leverage our global scale**.



This new way of working is  
**The McCain Way of Winning.**



### What it is.

MWOW builds on the foundations of our existing go to market frameworks – evolves, elevates and strengthens them to improve relevance with our consumers and customers. This end to end approach with the **customer and consumer at the center** will deliver **growth**.



**MWOW** is our **systemized, consistent approach** that drives informed choices, consumer led solutions and focus **across all** of the **Commercial functions**.



### How it works.

**Where to play** guides us to make strategic choices about the growth opportunities that we will pursue with our customers and brands.

**What to do** builds compelling go to market execution programmes that unlock opportunities and deepen our customer and consumer relationships through areas such as Customer Growth Planning.

**How to win** equips our teams with the right capabilities to take on the challenge of growth. Central to this is #BeMore - our powerful new blended learning approach.

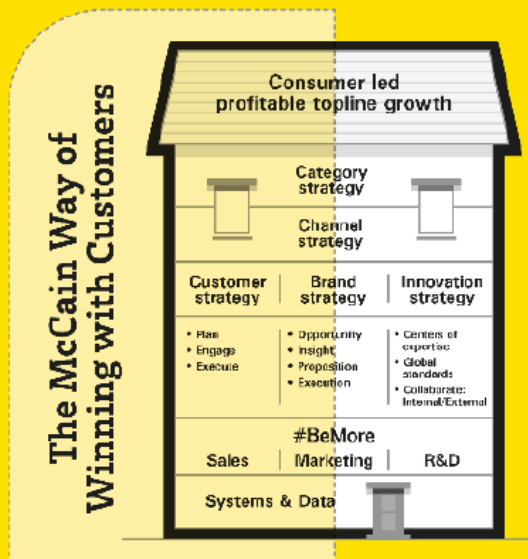




## Enabling MWOW.

**#BeMore** has been developed to equip you and your teams with the right depth of **MWOW materials**, **learning assets** and **coaching support** to set you up for success in delivering profitable topline growth.

Here you will be able to find the “**How to**” resources – the tools, the guides and worked McCain examples plus related learning that further builds capability and confidence to **win with customers**.



## Where we start.

We are starting with **MWOW with Customers**.

You and your Commercial Leaders will be supported to **apply and embed** MWOW with Customers in your market so that it lives as part of our **annual planning cycle**.

MWOW requires the **full commitment** of our organization. We must act together, **strengthen our commercial ways of working** to make us fitter to compete and win.

**Our time is now** to rise to the challenge and embed The McCain Way of Winning, so it becomes **our way to do business**. Working as one team we will consistently unlock **sustainable share growth**, break new ground, and **pull away from our competition for years to come**.

## Our way to do

*business*

