



# Argyle 2008 Leadership Forum

## Your Leadership Footprint in Economically Troubled Times

*Using Simplicity to Buoy  
Performance and Results*

**Tom Schmitt**  
*President & CEO*  
*FedEx Global Supply Chain Services*

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# FedEx and Access



At FedEx, what we provide for our customers is something greater than logistics or transport. Ultimately, what we provide is **Access.**

# FedEx and Access

**ac•cess** (āk'sĕs) *n.*

1. Force that **makes all forms of interaction and exchange possible** between people, businesses and nations.
2. Force that **boosts opportunities and empowers people** to improve their current conditions and future prospects.



# FedEx and the Global Economy

FedEx's role in world commerce **brings a lift to the global economy:**

**120+ countries**  
growing by **4+% GDP YOY**  
in 2006 and 2007\*

*\*Source: "Post-American World," Fareed Zakaria. Published by W.W. Norton, 2008.*

# **Winning Attitudes:** ***Drawing on Your Organizational DNA***

- Operational Excellence



**Weekly WAR Meeting**



# Winning Attitudes: *Drawing on Your Organizational DNA*

- Customer Centricity





## Winning Attitudes: *Drawing on Your Organizational DNA*

- People First



THE **purple** promise

"I will make every FedEx  
experience outstanding."

# Winning Attitudes: *Drawing on Your Organizational DNA*

- Vision and Leadership





# Continuing to Change What's Possible

The background of the slide features three glowing lightbulbs. Each lightbulb has a map of the Earth inside it, with the continents in yellow and the oceans in blue. The lightbulbs are arranged in a slightly overlapping, horizontal line. The background is a dark blue gradient.

## “Flying” More Efficiently

- Planes
- Hybrids
- Solar
- Recycled / recyclable



# Continuing to Change What's Possible

## FedEx Solution Design

Fits what are now the world's three currencies:

- Time
- Value
- Sustainability

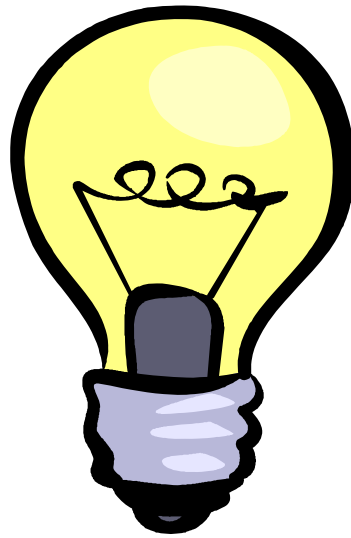


# Continuing to Change What's Possible

## “Why Fly?”

- FedEx Critical Inventory Logistics
- FedEx Office Print Online
- Always “skating to where the puck is going to be”:  
Coastal China → Inland → Bangladesh → Mexico

# Winning Attitudes: Personal DNA







**Choose “Can Do” spirit  
in challenging times.**