



The Power of Organizational Purpose

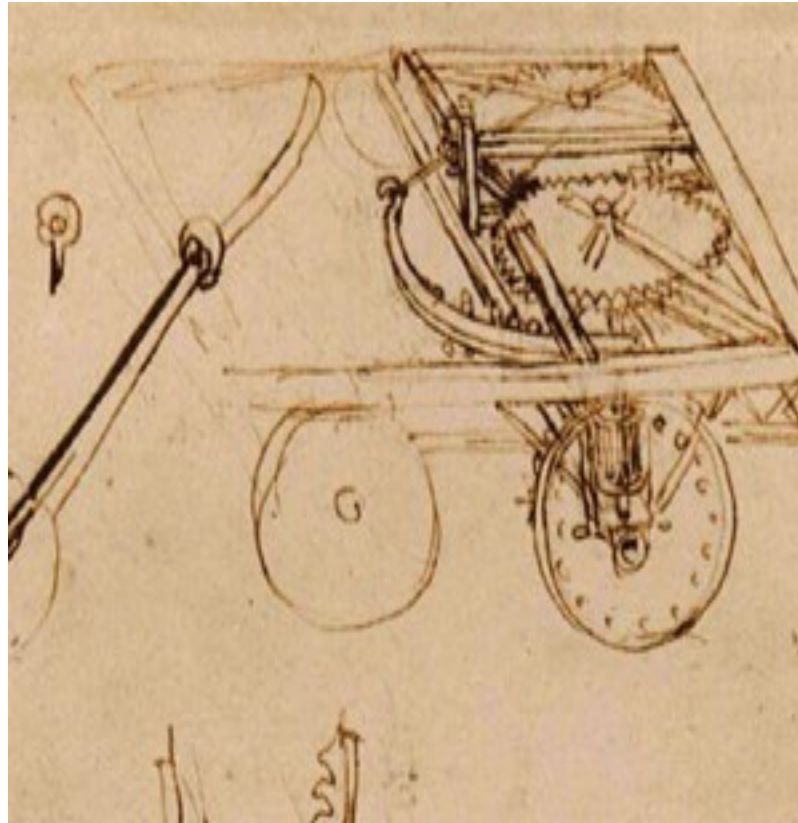
Louis Efron

Head of Global Employee Engagement & Leadership Development
Tesla Motors

Today's Journey



1478



1884



1899



Parsons 1899

2008 – Roadster



2012 – Model S



2015 - Tesla Powerwall



2015 - Model X



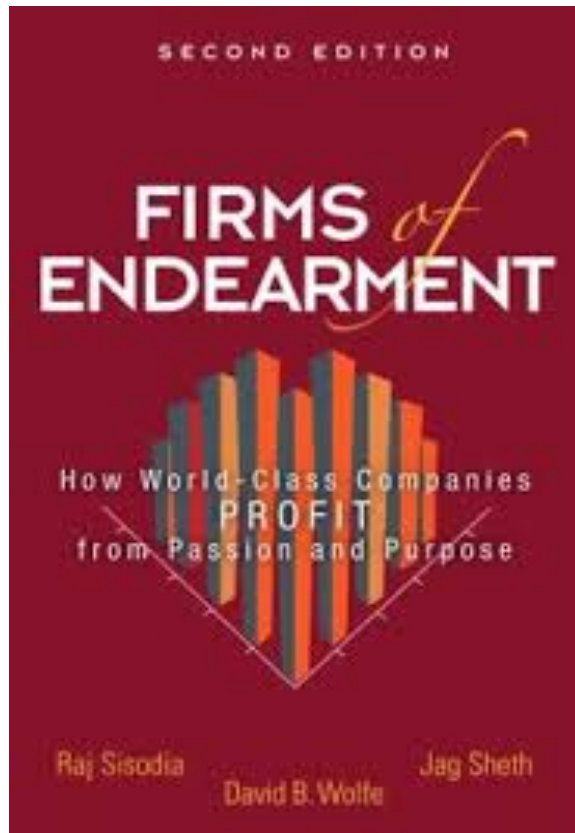
The Battery of Purpose



Why An Organization Exists



Purpose as a Foundation



Corporate Purpose
SINGLE MOST POWERFUL TOOL
top and bottom line growth

Purpose-Driven Companies

1646% (1996 - 2011)

157% S&P 500

Purpose Defined

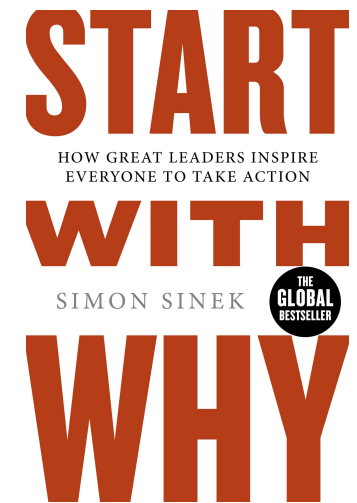
- *The reason for which something is done or used: the aim or intention of something. - Merriam-Webster Dictionary*
- *A definitive statement about the difference that you are trying to make in the world. - The Purpose Institute*
- *The reason your organization/industry exists. Your WHY.*

Success Starts at Recruitment

If you want to hire people to move your mission and purpose forward, you must hire people who believe what you believe.

Questions to ask . . .

- What gets you out of bed in the morning?
- If you didn't need money, what would you do in life?
- When in your life have you been so passionately focused on an activity that you lost track of time and what were you doing?
- What are you most interested in and speak most enthusiastically about?
- What do you want others to remember you for?



What? Where? Why?



WHAT = MISSION

Accelerate the World's Transition to Electric Vehicles



WHERE = VISION

Pollution Free Planet & Economic Power Shift



WHY = PURPOSE

Sustainable Transportation the World Over

Tesla's Road To Date



Purpose + Talent + Hard Work = RESULTS!

Hard Work

Remarkable Innovation

Tesla's Purpose

Exceptional People

Zero to 60 in 2.8 Seconds!

Tesla's Results



CAR AND DRIVER

Consumer Reports

400 to 11,000 employees

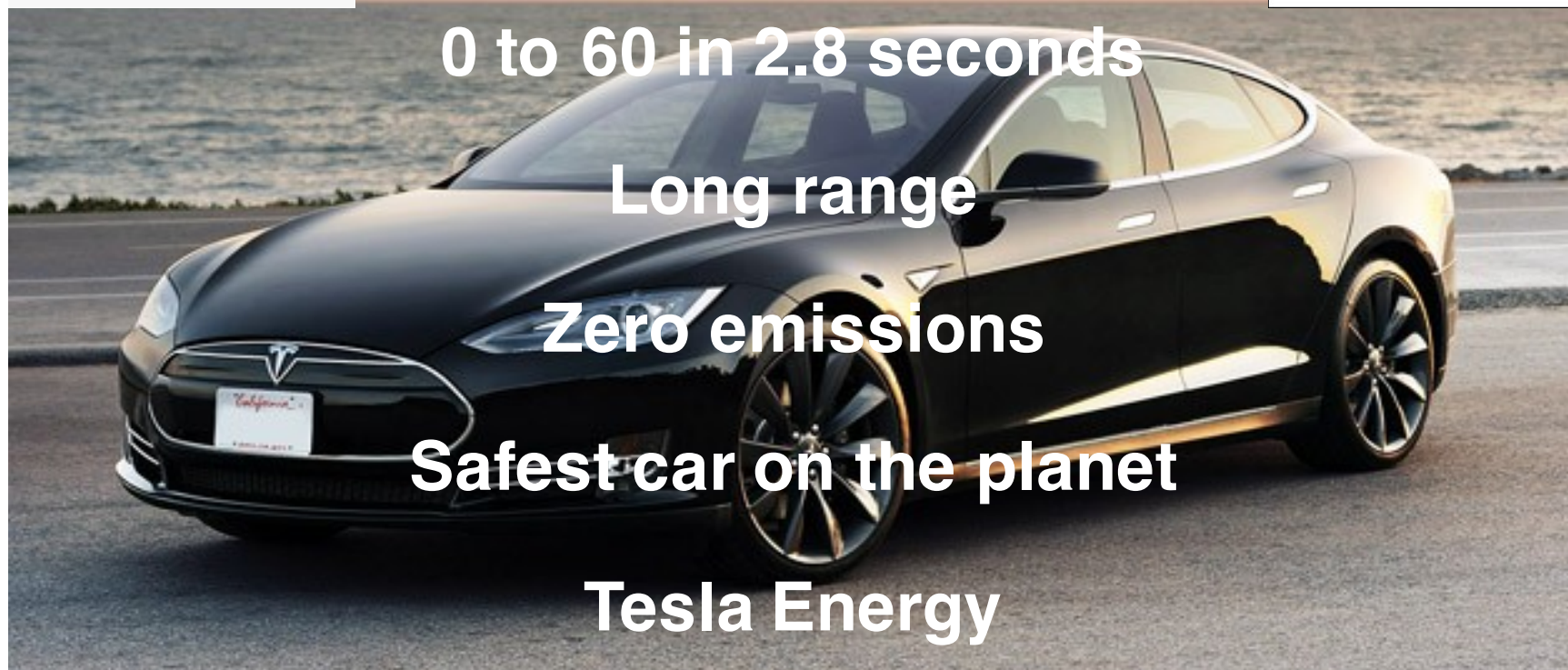
0 to 60 in 2.8 seconds

Long range

Zero emissions

Safest car on the planet

Tesla Energy



Accelerating Purpose

*An inspired brand galvanized around a distinctive, inspirational, and authentic purpose. **Tools** and **systems** in place to build a sustainable, high performing Camelot.*

- BrightHouse

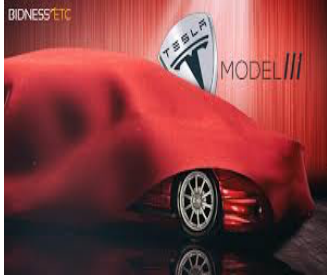


Tesla's Road to the Future

CHANGE THE WORLD!

Engaged Customers

Sustainable Growth



Purpose + Talent + Engagement = ACCELERATED RESULTS!

MODEL 3

MODEL X

MEASURED Engagement



EXCEPTIONAL Leaders

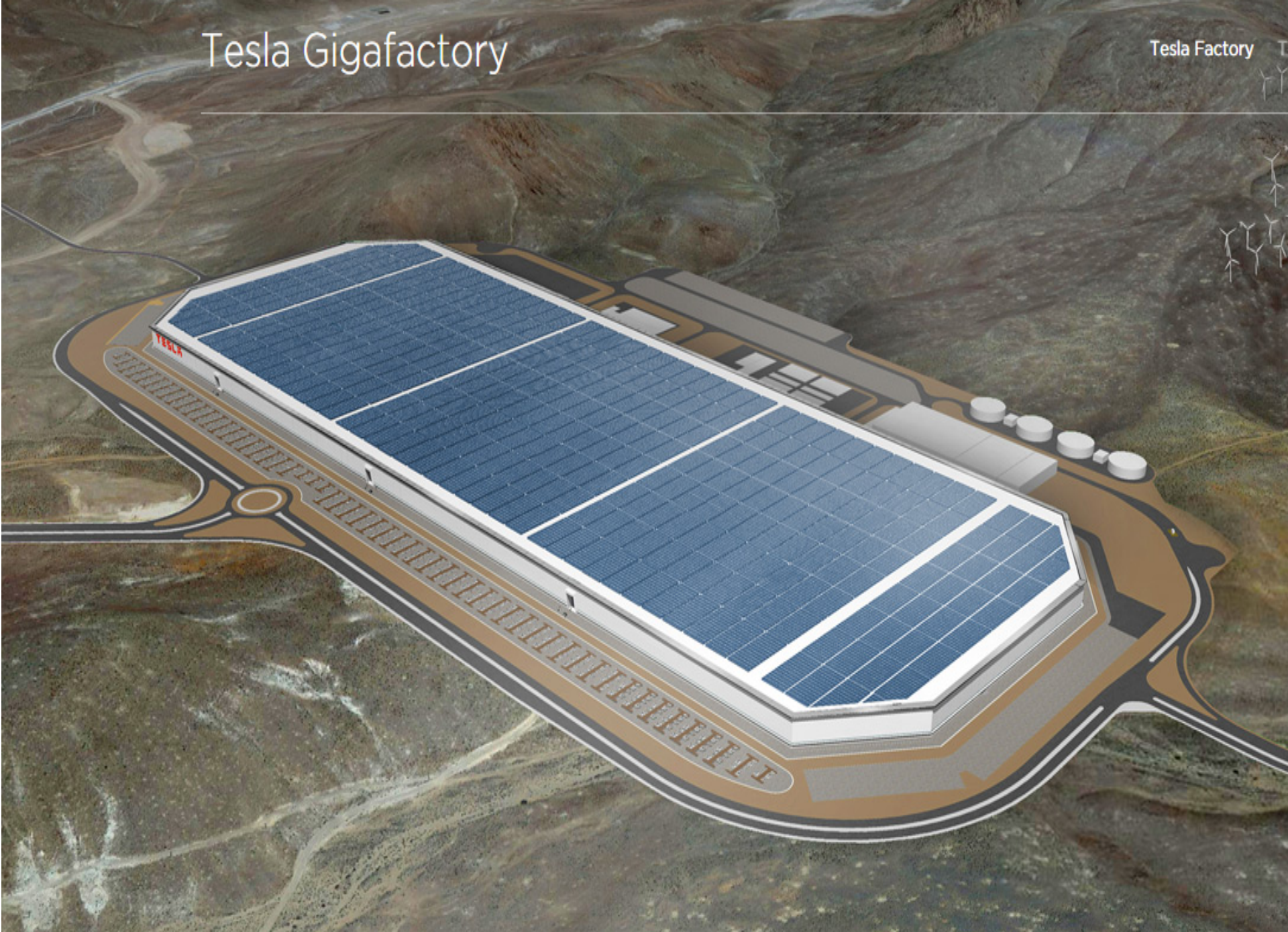
Exceptional People, RIGHT Role

Tesla's Purpose

Zero to 60 in . . .

Tesla Gigafactory

Tesla Factory



Purpose Pitfalls

Embrace the magic, but . . .

- **Think like a business**
- **Work smarter, not harder**
- **Life balance**



Success is Sustained Through Leadership

Establish Trust:

- Lead by example and on purpose

Demonstrate Care:

- Help people succeed in life

Practice Servant Leadership:

- Put the needs of others, before your own



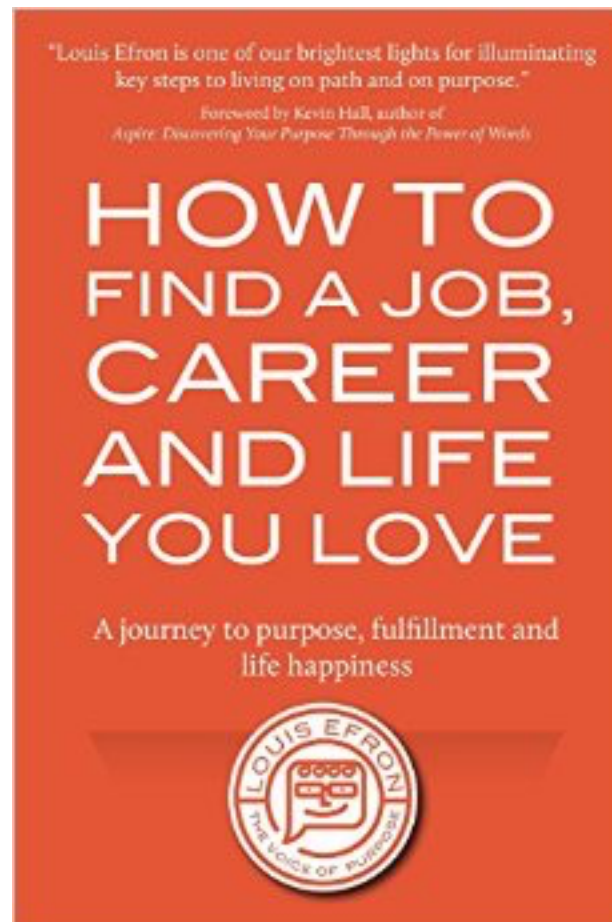
“No matter what he does, every person on earth plays a central role in the history of the world. And normally he doesn't know it.”

-Paulo Coelho, *The Alchemist*

What is your role in history . . .
your Purpose?

“If you love what you do, you never work a day in your life.”

Thank you for listening!



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