CULTURE TRANSFORMATION

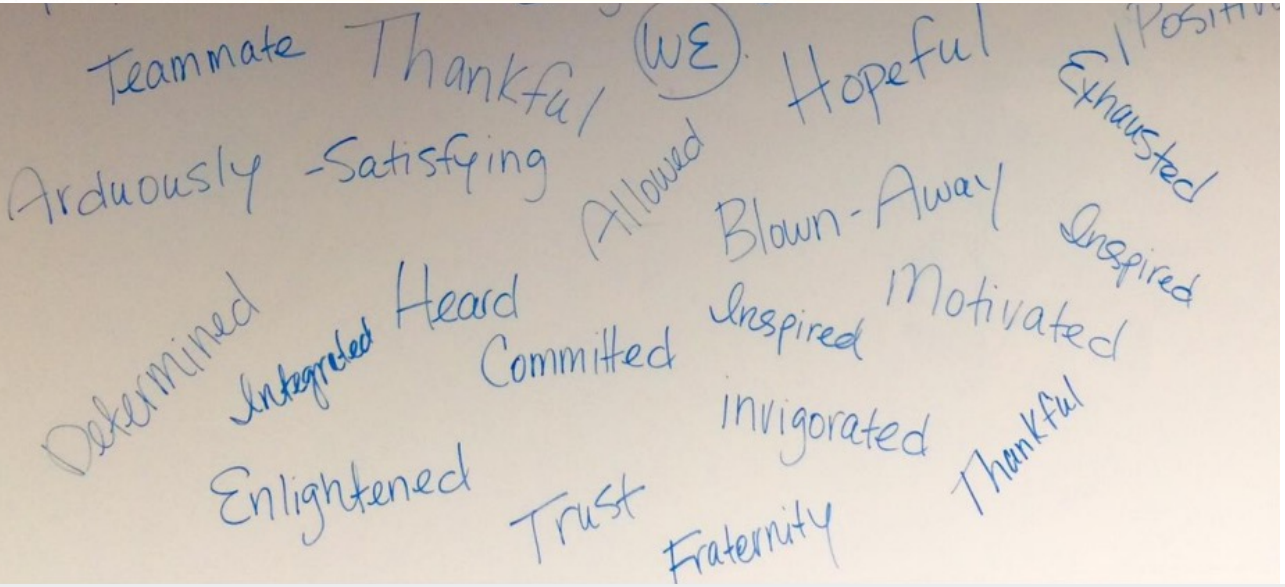
Corey Stowell, Vice President – Human Resources

2016: A Need for Change

The Transformation Begins

Building a vision for the future that was :

- Colleague-owned
- Representative of diverse functions
- Included leadership



Workshop helped us define a vision for the company and answer the question:

What have you experienced in another organizational culture that you would like to be part of the Webasto culture?

Creation of “Our Compass”

Our Compass

To ensure a thriving business and ONE culture, built to endure any challenge, we, the Webasto Family, DRIVE:

- **Respect and trust**
- **Human-to-human engagement**
- **Partnerships built on empathy**
- **Recognition and celebration**
- **Growth and learning from every success and failure**
- **Fearless innovation through responsible freedom**
- **A workplace where we smile and which we are proud to call home**
- **Proactive service to other with integrity**

Listening

Seeing the Fruits of Our (Culture) Labor

The COVID-19 Pandemic: A Culture Setback

2022: The Transformation Continues

A Sense of Belonging

Listening Sessions

Training
(Development and Leadership

Recognition

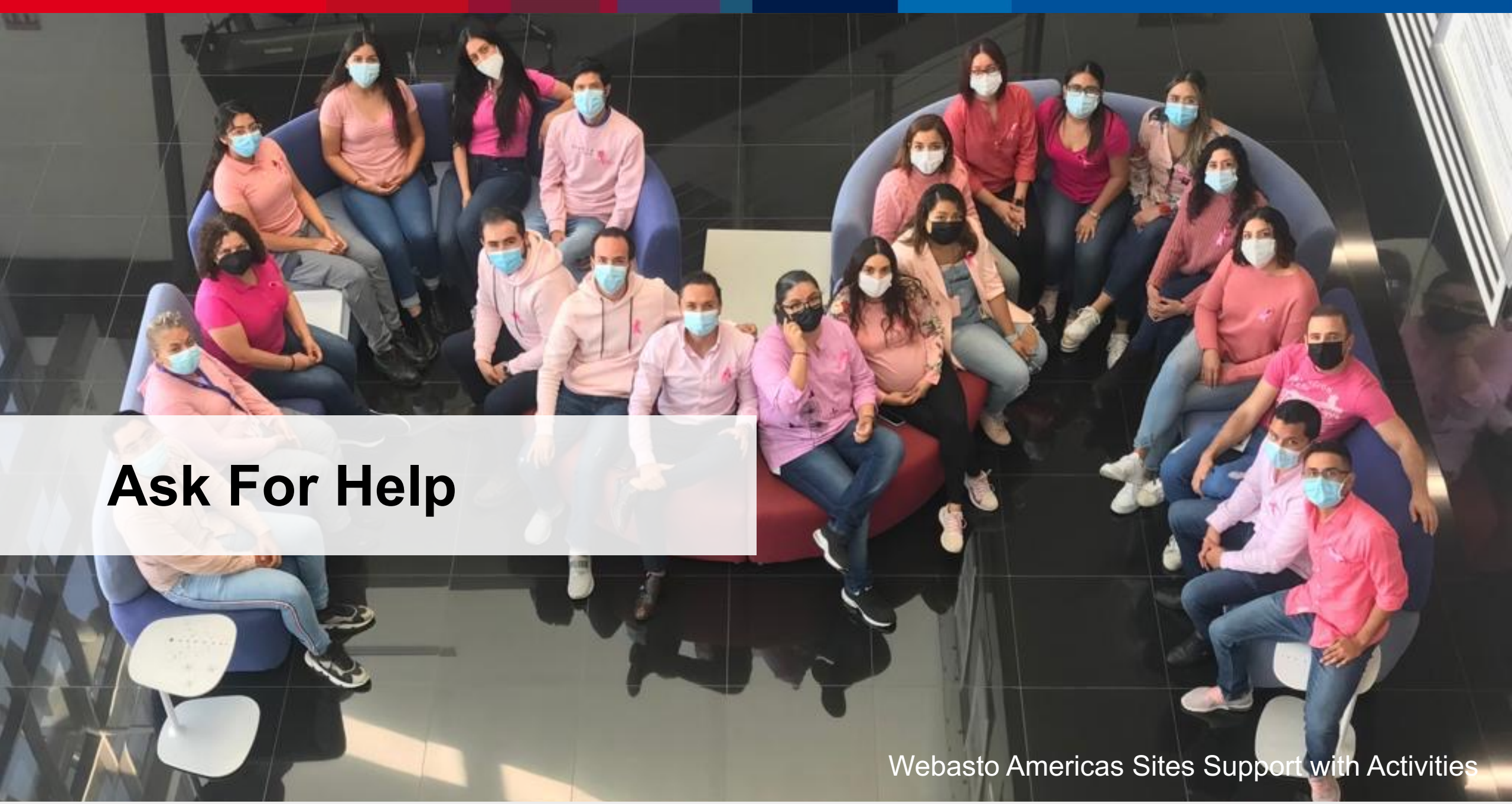
Detroit Plant Recognition Program

Culture

Events

Webasto Americas Women’s Day 2022

Ask For Help



Webasto Americas Sites Support with Activities

Have Fun

Webasto Americas Hosts Regional “Spirit Week”

Thank you
for your attention.

Follow us on LinkedIn to keep up with our cultural transformation: