

**Who's running
this business?**



Cor Loots

Managing innovation in Levi Strauss

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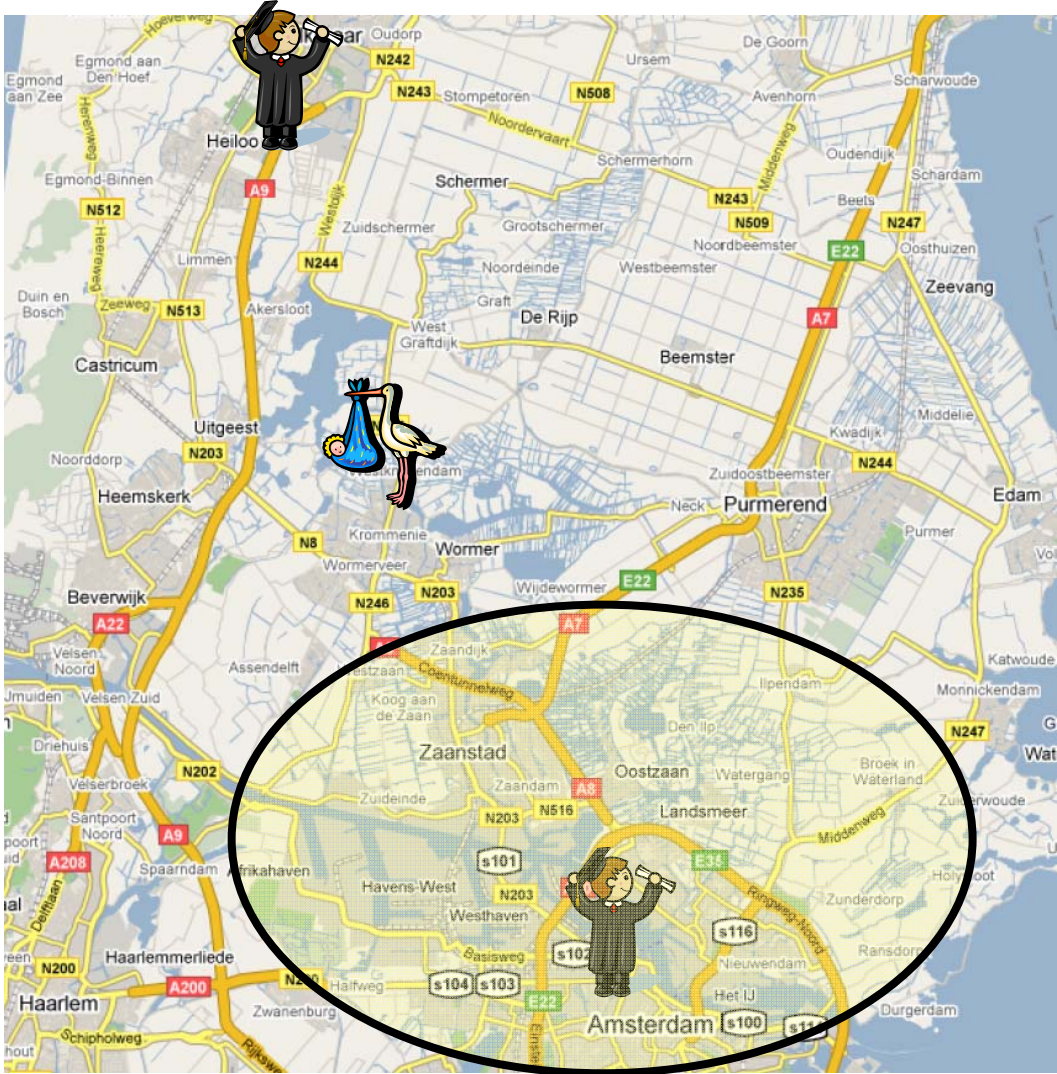


WE ARE!

Who's running
this business?



The Early days



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The Early days

- Finding the right passion.
 - All kind of industries.
 - Trade
 - Wood factory.
 - Chocolate industry.
 - Retail
 - Catering
 - JEANS



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Levi Strauss Europe, Middle East and North Africa

- **4,900** employees
- Divisional headquarters in Brussels
- Sales in **44** countries
- **10** sales offices
- **6** distribution centers
- Net revenues for fiscal year 2008: \$1.2 billion (4.3 Global)
- **3** production facilities
- <50 contractors
- **2** flagship stores
- E-Commerce platform
- **Over 650** Levi's® stores
- **15,000** stores retailing Levi's® and Dockers® products.



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What drove me in the early days.

- The balance that my family gave me .
- The people I worked with. (team)
- Admired the leaders (GM, President , Aussie)
- The pride, fun & hard work for LS&CO.
- The opportunity to make mistakes.
- To learn and adapt.
- To do the right things.
- To make things happen.
- The trust .
- Trust & make things happen leads to opportunity.



Significant moments in my career

- You speak up, you own the problem.
- You think you can do it....go.
- Amsterdam.
- Brussels.
- Affiliate to Regional. (LSEMA)
- Regional to Global . (APD,LSEMA,LSA)
- Team→Team→ Team.
- FUN.

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Where do I get energy from?

- Getting “NEW” things done.
- New things brings change.
- Change creates opportunities.
- Change often (always) brings resistance.
- Resistance means “what is in for me?”
- When you answer or provide clarity on “what is in for me?”, then you are on the path of making the change!

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NO CHANGE WITHOUT A VISION

“Without question, communicating the vision, and the atmosphere around the vision, has been, and is continuing to be, by far, the toughest job we face”

-Jack Welsh.

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No Change Without Motivational LEADERSHIP

- **Integrity** (live and tell the truth)
- **Credibility** (You are accountable, genuine and open)
- **Enthusiasm** (show excitement about the future)
- **Optimism** (Focus on making the difference, success)
- **Urgency** (the only way to impact the future is to act now)
- **Determination**
 - accept risk (build consistency).
 - Move forward
 - No boundaries between you and the competitive advantage



The Battle is never over

- Getting people to believe in you and trust your judgement never stops
 - It's either the IT manager or the finance manager or or even CEO
 - You can never take for granted that people will say "yes good idea"!
 - Influence them, show your thinking, be prepared.
 - Planning is everything, the plan is nothing.

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Levi Strauss & Co.

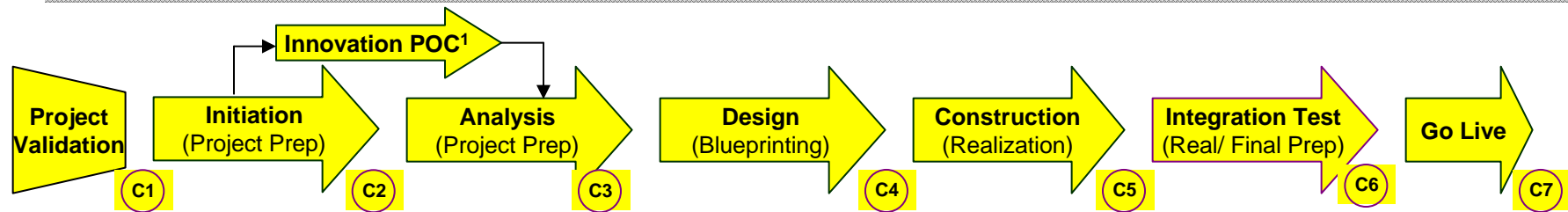
- *At LS&CO., innovation is defined as change that drives profitable growth and commercial advantage.*



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Follow Process!



- **Make all presentations and progress reports as a venture analysis.**
- **Show at each milestones the business plan measurement, improvements or drop the program.**
- **The Leader (you) must persuade staff to join project and, Business Head to champion program. This demonstrates staff agreement with program valuation.**
- **Show value to the company, either as a market extension, product extension or technology extension based on market, financial terms from the beginning.**

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TRUST & TEAM



Current projects

- Creating a Global foot print for LS&CO.
 - Where end to end systems are aligned towards a common operational model to fullfill LS&CO vision.
 - Optimization of Russian Retail & backoffice systems.
 - Set up Global Brand XX , out of Amsterdam.

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Thank's for listening

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Cor's dilemma:

– *Putting your own career before the success of the business is ok?*

True or False?