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CEO

In last month's CEO Straight Talk article, I talked about PRECorp's Moonshot and compared that to how today's system would seem like an impossible goal to PRECorp's founders. This month I want to spend our time together talking about our Culture Initiative which is one of the six strategic initiatives that we are working on this year.

Culture is to a company as personality would be to you or me. A good culture helps a company get better at accomplishing its purpose and a bad culture is one that interferes with a company's ability to accomplish its purpose.

### PRECorp Purpose

**Positively influencing and improving lives for those we serve by providing reliable energy and services while paving the way for access and affordability.**

There are many aspects of a person's personality and it is the same for PRECorp's Culture. As we begin work on making PRECorp's culture even better, we thought it would be best to play to our strengths. We are learning how to strengthen the PRECorp culture by working on two aspects of our culture that are our strong points. These aspects are Leadership and Innovation.

PRECorp is an organization that is focused on service to our members and on service to each other. By embracing this aspect of service in *how we lead*, we will become even more effective in leading ourselves, our teams, and the organization.

### PRECorp Moonshot

**Drive down costs so that the first megawatt hour of energy usage is at or near zero by 2050.**

It is so important that the outcomes of leadership serve others rather than itself. Service to each other and to the greater good is what cooperatives do. It is in our DNA!

In addition to focusing on Leadership, we are focusing on Innovation. This is another one of our strengths that we are trying to make even stronger. Innovation has been an essential strength we have used over the past several years to improve our service quality while at the same time we have been reducing costs. Our need to be even better at innovating will only increase as time goes on.

The pace of technological change is getting faster and faster and our strategy is to harness these accelerating technologies to improve our core business.

Embracing innovation is about creating an environment where the PRECorp team is even more comfortable in trying new things, thinking in new ways, and having the courage to try new ideas. Some of the ideas may sound crazy. But the day before the breakthrough, it was a crazy idea.

If you read the article on the Advanced Metering Infrastructure (AMI) project in this issue of the PRECorp news you will see how this new technology is poised to help us really improve our core business as well as give you even more insight into your electric usage. In the future this type of technology and others like it will out us on the path that gets us closer and closer to our Moonshot.

I look forward to our time next month and telling you more about our 2019 Initiatives.

*Mike*

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