

# Introducing Our Way of Leading Performance v4.2 LOCKED

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[ 580 words / 3.9 mins @ 2.5 words per second]

## Intro [0.8 mins]

[113 words / 0.8 mins ]

[Rhythm, increasing pace, intensity; AP is awesome and exciting]

At Air Products, we bring people together to collaborate and innovate solutions to the world's most significant energy and environmental sustainability challenges.

We are proud of our innovations and the legacy we leave.

We are proud of our strong values guiding us every day.

And we are proud that we take a leading position in everything we do.

[Texts appear/disappear: Safety, Simplicity, Speed, Self-Confidence, Sustainability, Inclusion.]

Every day, we reimagine what's possible.

We celebrate the new, the unusual, the different.

We are a first mover.

We beat our own path.

We do the opposite of following the pack.

This is our way of doing, our way of being.

At Air Products, this is OUR Way of Leading.

It's in our DNA.

[Title: Our Way of Leading text + videos/graphics in grid + AP logo]

## Our Way of Leading [1.2 mins]

[179 words / 1.2 mins]

[I'm still not sure - tell me more; make me feel I really identify with this]

Our track record of leadership is strong.

We are leading our customers towards a more sustainable future delivering significant sustainability benefits for our customers in our core industrial gasses business.

We are leading the energy transition to cleaner energy, the world's largest hydrogen producer, a first mover on green and blue hydrogen.

We are leading on collaboration in the way we partner with joint ventures and other strategic allies.

We are leading on safety by prioritizing it above all else, including profits.

And we are leading on diversity, creating an inclusive culture that ranks us 4th out of 500 companies headquartered in the USA.

[Text appears/disappears: Our Way of Leading Diversity, Inclusion and Belonging]

Our Way of Leading is a constant state of mind.

It's about understanding our purpose and finding where we can make the biggest contribution.

[Text appears/disappears: Our Way of Leading Self]

Our Way of Leading is about taking responsibility for your personal and professional growth...

[Text appears/disappears: Our Way of Leading Development]

... and leading teams to engage people's motivation, commitment and passion.

[Text appears/disappears: Our Way of Leading Teams]

And Our Way of Leading drives performance – valuing excellence, empowerment, and collaboration so that everyone can do their best work.

[Text appears/disappears: Our Way of Leading Performance]

[Title appears for transition into  
Our Way of Leading Performance  
+ videos/graphics in grid]

## Our Way of Leading Performance [1.4 mins]

[ 209 words / 1.4 mins ]

[What is it? What does OWLP help me do?]

[Why now?]

[Big mission; we perform together as one team; everyone matters]

[Zoom in from big picture, to personal human picture]

By forging a path to clean energy through green and blue hydrogen, our company is doing something unusual, something different.

This is a choice in good business thinking – a vast market share beckons.

But there's a much, much bigger prize to win – helping to save the planet from climate change.

We need you - humanity needs you - and every single person in Air Products to play their part and work together as one team.

Our Way of Leading Performance is our way of staying laser focused on the challenging goals that take us to a cleaner future.

So, how does it work?

It's a 3 step process running through the whole year.

[3 step process]  
[visual timeline / year clock / time heartbeat to show when each step happens.  
Maybe 3 tracks?]

Step 1: Set your goals.

[Text: Step 1: Setting Direction; Graphics start October]

Step 2: Month by month, check your progress and how you're doing.

[Text: Step 2: How are you doing?]  
[graphics keep stepping through months until March]

Step 3: Twice a year, review results you've achieved and agree on your next steps.

[Text: Step 3: What Now? What Next?]  
[March/September, graphics continue stepping through months in between]

At each step you'll have open and honest discussions with your manager giving you direction, feedback and support right when you need it.

And Our Way of Leading Performance also gives you ...

... certainty about your goals, the bigger picture and what's expected from you, ...

... feedback that lets you act on it, ...

... and a consistent standard of excellence around performance across the whole business.

## Outro [0.5 mins]

[82 words / 0.5 mins]

[OWLP is essential for us to succeed, and it starts with you!]

Today's world faces unprecedented sustainability challenges.

We need reliable clean energy on a massive scale.

Air Products is making major commitments to lead the energy transition and help create a healthier planet fueled, in part, by hydrogen.

Our Way of Leading Performance is essential for us to drive a consistent standard of excellence as we work together as one team.

Every one of you has your part to play.

Together, it's our mission to lead the way, and reimagine what's possible.

Are you ready?

Reimagine what's possible Logo

Air Products Logo