

GUIDING PRINCIPLES PODCAST – EPISODE 2

We Drive Innovation and Embrace Transformation

Hello BNSF Logistics. I hope you took the opportunity to listen to our first podcast last week. This week I want to highlight our second Guiding Principle, 'We Drive Innovation and Embrace Transformation.' Driving innovation is critical to our long-term success. It not only creates value for current and future customers, but it also helps our organization attract and retain top talent. The real key to our innovation is you, our employees. Encouraging creative thinking is a vital piece of our culture here at BNSF Logistics. It is important for that tone to be set from the top and I desire that our leaders encourage new ideas to improve the way we work and to meet the needs of our customers. Another important trait of our leaders is having a growth mindset, both personally and professionally. Developing a culture of learning and innovation is a key factor that will allow us to grow faster than our competition and one of the reasons we place such high value on learning. Investing in your development is not only important to your success, but to the future success of our company. Investing in tools and programs to develop our skills and offer new experiences is at the foundation of promoting innovation in the workplace.

Embracing transformation allows us to do things differently and better than we have in the past and to function more effectively as a company. Being transparent as we transform and providing visibility into our successes and failures is an integral part of our organization as we all work to deliver what matters. One of the most important ways we are innovating and transforming is by encouraging diversity and bringing people together from a variety of backgrounds and experiences. Increasing diversity of thought generates new ideas. As we all work together on new ideas, inclusion becomes a critical piece to the puzzle. In order for you to feel comfortable sharing and perusing new ideas, we are working to create an environment where everyone feels like their input matters. At BNSF Logistics we embrace our challenges. We use difficult times as an opportunity to learn, share new thoughts and ideas, and bring us closer together as a team. Looking at challenges with a fresh perspective enables us to find paths forward no matter how difficult the situation may be. Driving innovation and embracing transformation is about making us better together. This principle enables us to evolve and adapt to meet the needs of those that we serve. Let's continue to deliver what matters as we serve each other, our customers, and our partners. I look forward to continuing the conversation around our Guiding Principles with you all next week.

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