



The Motorola Card

OUR FUNDAMENTAL OBJECTIVE
(Everyone's Overriding Responsibility)
Total Customer Satisfaction



KEY BELIEFS—how we will always act

- Constant Respect for People
- Uncompromising Integrity

KEY GOALS—what we must accomplish

- Best in Class
 - People
 - Marketing
 - Technology
 - Product Software, Hardware and Systems
 - Manufacturing
 - Service
- Increased Global Market Share
- Superior Financial Results

KEY INITIATIVES—how we will do it

- Six Sigma Quality
- Total Cycle Time Reduction
- Product, Manufacturing and Environmental Leadership
- Profit Improvement
- Empowerment for all, in a Participative, Cooperative and Creative Workplace