



**WORKHORSE**

**Employee Introduction  
The Workhorse Way**

# **Becoming an Important Player on a Winning Team**

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## **Understanding the Electric Vehicle Game**

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## **Playing in the Big League**

- **21<sup>st</sup> Century Technology**
- **Long-Term Opportunity**
- **Huge Market Potential**

**Highly Competitive!**



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**Company Goal, Attitude  
and Commitment**

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**Big League Winners!**

- **Underdogs Now**
- **Road Will Not Be Easy**
- **We Know What Must Be Done**

**We Can Do It !**



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## **Individual Employee Opportunity**

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## **The Fruits of Victory**

- Long-Term Job Stability
- Increasing Income
- Personal Lifestyle Goals
- Family Life Goals
- Optional Career Advancement

**You Can Do It !**



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**We are Playing a  
Team Sport!**

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**Like Basketball or Football, Not Golf**

- Individual Skill Important...but
- Team Play MORE Important
- Positive Morale is a MUST



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**Addressing a Difficult  
National Reality, Swiftly!**

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**Major Differences of Opinion:  
Personal or Political**

**Poison that Can Destroy Teamwork**

**We can't let it happen!**



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**Speaking of Poison  
(Common 20<sup>th</sup> Century  
Labor-Management Relationship)**

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**Management: We'll Pay as Little as Possible**

**Workforce: We'll Do as Little as Possible**

**Both: (Other side) You are jerks!**

**Result: Low Morale / Efficiency / Quality**

**Customers: No Thanks.**

**There Are Many Better Choices**

**And Plants Closed, Across the Country**



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**The Thrill of Victory,  
Not the Agony of Defeat.**

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**It is joy to spend a career  
playing on a winning team**

**Our job is to be sure our  
competitors know the  
agony of defeat.**





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## **The Four Ingredients of Team Success**

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- 1. A Group Commitment**
- 2. Effective Performance by  
Individual Players**
- 3. Excellent Teamwork**
- 4. No Unforced Errors**



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**Let's Decide to  
Become Winners.**

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**It Will Take Time.**

**'But a Championship Culture is Great  
Attitude: We are Gonna Kick Their Butts!**

**The Impossible becomes the Expected**

**Why Not Strive to be Champions?**

**We're Here Anyway.**



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**An Effective Individual  
Player on the Team**

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**Knows the Fundamentals of the Job or  
Learns Quickly**

**Ready to Play Physically**

**Consistent, Reliable**

**Positive Influence on Morale or  
Recovers Swiftly**



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**A Key to Victory  
Excellent Teamwork**

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**Professional Interactions**

**Excellent Communication**

**In Sync with Success Requirements  
for other Parts of Team**

**Teach, Support, Encourage, Cover  
in Times of Need**



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**Playing Defense: Avoid  
Finding a Way to Lose**

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**Unforced Errors: Quality Control**

**Unforced Errors: Individual Basics**

**Inefficiency: Pace / Absence / Wasted Time**

**Injury: Safety Rules / Carelessness**

**Poisoned Culture**



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## **Playing as a Team to Fight Poison**

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### **Losers vs. Winners Teamwork / Attitude**

**Negativity, Griping, Blame-Game**

**Gossiping, Personal Feuds**

### **Dangerous Behavior**

**Harassment, Discrimination, Abuse,**

**Safety Violations**

**Theft, Sabotage: Property / Goals / Reputations**

**Fight It – Report It – Don't Allow It**



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## **Playing to the Crowd**

**(Imagine that we are playing a  
spectator sport!)**

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**Our Families**

**Ourselves**

**Our Community**

**OUR CUSTOMERS !!**



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**We are ALL in  
Sales and Marketing!**

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**We Win (or Die) Based on  
Customers Who Buy and Rebuy**

**Every Part of the Customer  
Experience is Critical**

**Ideas, Improvements,  
Execution: Job ONE.**





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## **Looking to the Future: Career Advancement?**

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**It is Okay to be a Steady Role Player.**

**Company Growth Will Require Some Who Step-Up**

**Both are “Part of the Solution.”**

**Don't be Part of the Problem!**



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## **Preparing for Career Advancement**

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**Excellent at the Current Job**

**Able to Do Other Jobs**

**Contributor of Ideas / Improvements**

**Positive Example: Morale / Work Ethic**

**Willing to Help Team Members**

**Warrior against Poison: Attitude, Danger**



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## **Expectations: Your Supervisor's Role**

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**Clearly Defined Daily Duties**

**Clear Communication of Policies/Rules**

**Willing to Listen to Your Ideas / Concerns**

**Regular Feedback about Your Performance.**

**Swift Feedback about Performance Problems.**

**Supportive of Your Future Career Goals**



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## **How to Provide Suggestions And Feedback**

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**Departmental Problems, Concerns, Ideas:  
Talk with Supervisor**

**Company Level: Suggestions, Feedback**

**Online : [www.workhorse.com/XXXX](http://www.workhorse.com/XXXX)**

**Anonymous Reporting, Major Concern**

**Online : [www.workhorse.com/YYYY](http://www.workhorse.com/YYYY)**