

Our focus was on demonstrating the value we could bring to the ultimate shareholder by superior execution against North American strategies.

Geordie Beal
Vice-President
Strategy, Development & Total Quality
Kraft Canada Inc.

Stay abreast of your parent's global strategies and make your proposals in that context.

L. David Caplan
President
Pratt & Whitney Canada Inc.

We were acquired as a point of entry into the North American marketplace and are still viewed that way.

Our parent company has been focusing on going global, so in order to succeed we can no longer be solely dependent upon domestic demand. Knowing that competitors in global markets are much larger than we are, our subsidiary is prepared to enter into strategic alliances in order to build upon our technological competence and become leaders within our company in certain fields worldwide.

James Allen
President & C.O.O.
Twinpak

You have to start with what is good for the corporate group.

Frank Cella
Chairman & CEO
Nestlé Canada Inc.

We related our proposal to our parent's world mission statement and objectives.

Lionel Hurtubise
Chairman
Ericsson Communications Inc.

Through my experiences, I have come to learn never to use the word "mandate" with a parent. It implies giving something and people don't like it. Instead, I talk of "missions".

Richard Peabody
President, Director General
Harris Farinon Canada