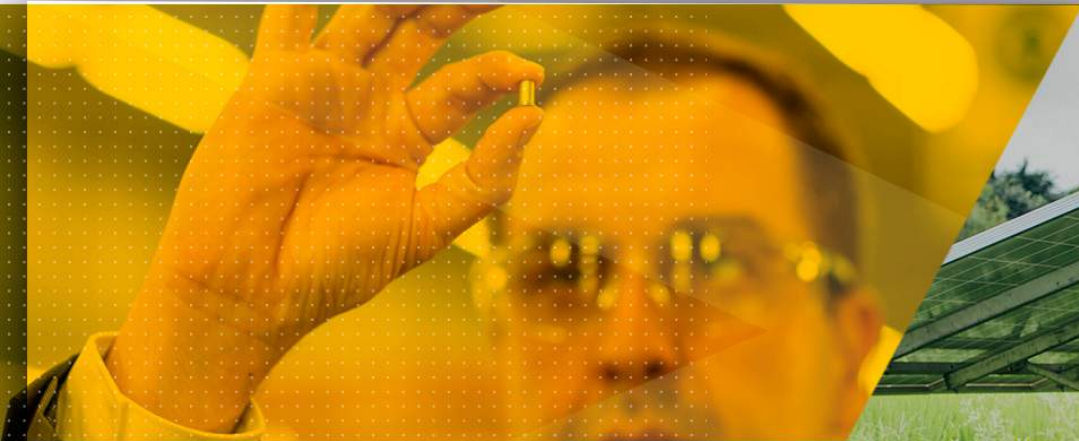


FOR THOSE WHO MAKE THE WORLD™

StanleyBlack&Decker



Shannon Lapierre
Chief Communications Officer

03

CONNECTED ENTERPRISE

AGENDA

WHY / DISCOVERING / EMBEDDING / ACCELERATING



53,000

EMPLOYEES WHO OPERATE
140 FACILITIES IN **60**
COUNTRIES



 EVERY SECOND,
10 STANLEY TOOLS
ARE SOLD AROUND
THE WORLD

WE MAKE 
500,000

DIFFERENT TYPES OF PRODUCTS
THAT ARE SOLD IN MORE THAN
200 COUNTRIES

 **13,000+**
REGISTERED AND ACTIVE
GLOBAL PATENTS

500,000 
ARE PROTECTED BY OUR
SECURITY SYSTEMS



90% OF ALL
NEW
AUTOMOBILES AND
LIGHT TRUCKS USE
OUR FASTENERS



ECOSMART



#1 IN INFANT 
PROTECTION

STANLEY



DEWALT

CRAFTSMAN

IRWIN

LENOX

PROTO

ED FACOM



LISTA

BOSTITCH

STANLEY
Engineered Fastening

STANLEY
Infrastructure

STANLEY
Security

STANLEY
Industrial

STANLEY
Healthcare

STANLEY
Access Technologies

STANLEY
Oil & Gas



WHY PURPOSE

**STRATEGIC
RENEWAL**

PURPOSE

**DIALOGUE
AND
GOVERNANCE**



DISCOVER

DISCOVERING OUR PURPOSE

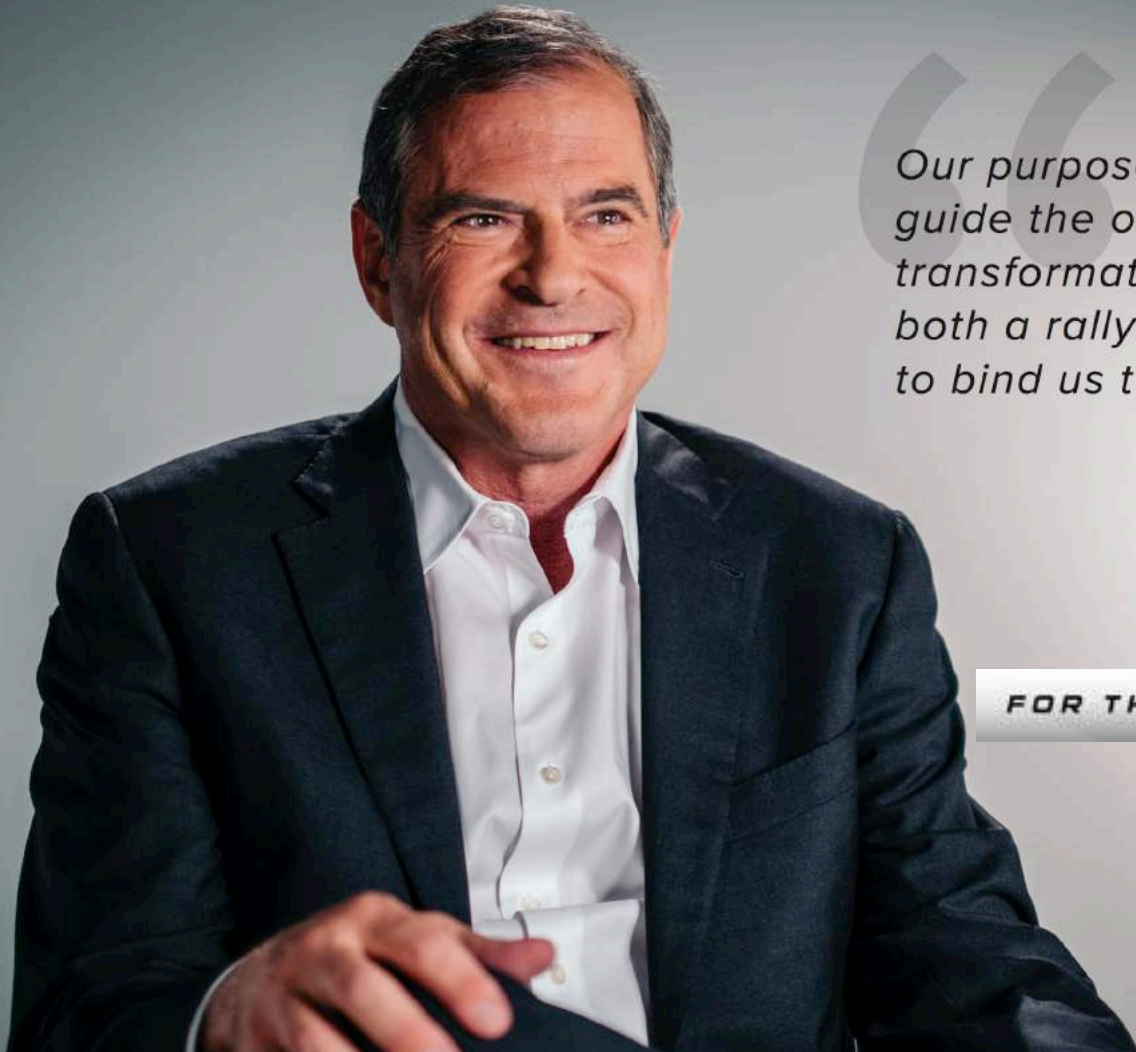
The company was originally founded by Frederick Stanley in 1843 in New Britain, CT,



**INVESTIGATION:
SUMMARY OF “WHO
IS STANLEY BLACK
AND DECKER”**







Our purpose is a North Star to guide the organization through transformation – it serves as both a rallying cry and the glue to bind us together.

- Jim Loree
President and CEO

FOR THOSE WHO MAKE THE WORLD™



A group of five smiling people in business attire, overlaid with a large yellow 'EMBED' graphic. The text 'EMBEDDING OUR PURPOSE' is centered over the image.

EMBEDDING OUR PURPOSE



ALIGNED AROUND
OUR PURPOSE:
FOR THOSE WHO
MAKE THE
WORLD™

Continue Delivering Top-Quartile
Financial Performance

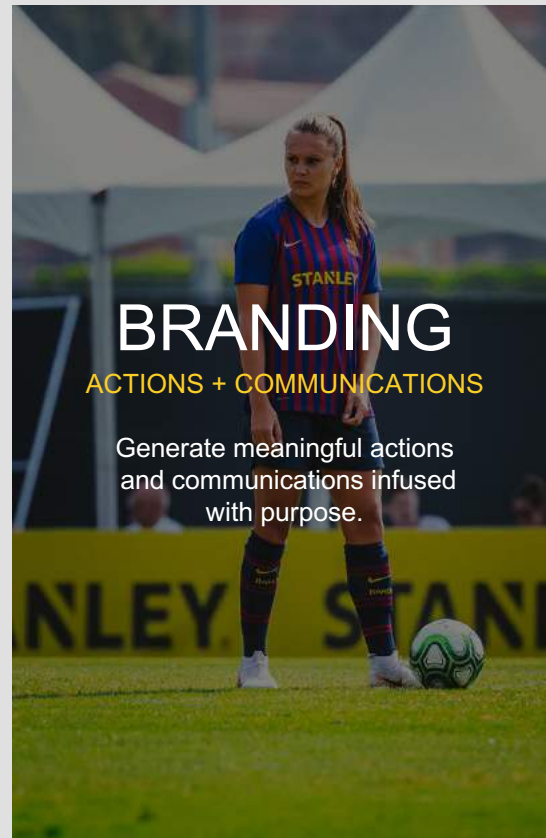
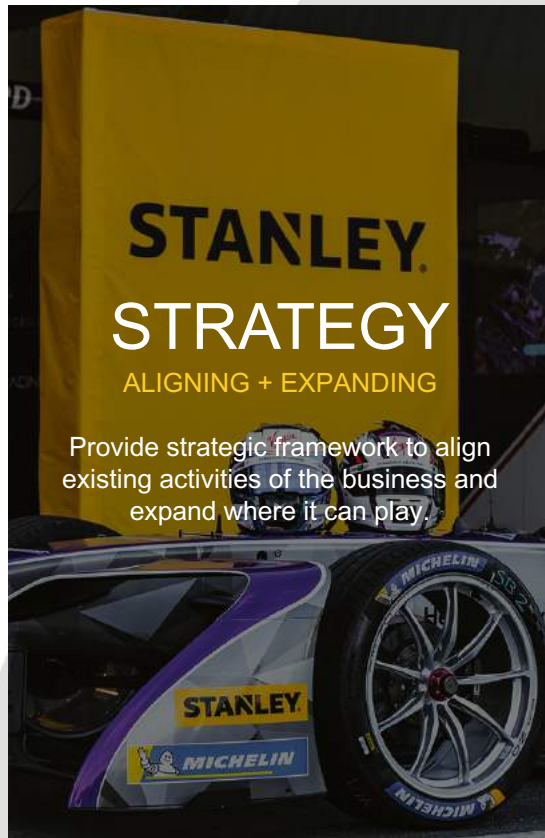
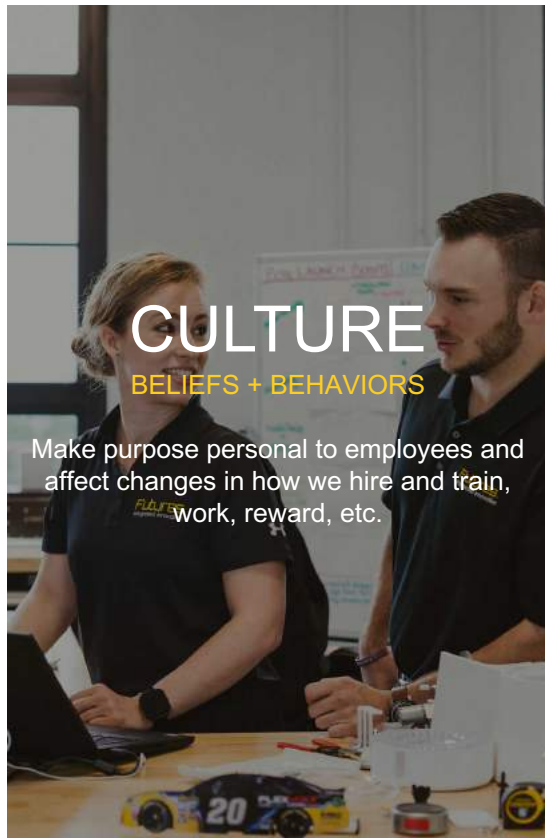
Be Recognized As One Of The
World's Most Innovative Companies

Elevate Our Commitment To
Corporate Social Responsibility



22/22
VISION

HOW WE PURSUE ACTIVATION





FOR THOSE WHO MAKE THE WORLD

Our Purpose

Open Group

Joined Share Notifications More

About Discussion Members Files Events More

Search this group

Write Post Add File Create Doc More

Hi, OE. Write something here...

Add Photo/VL... Poll Tag coworkers

PINNED POST

Kristin Tetreault

February 8

The people of Stanley Black & Decker... are For Those Who Make The World. #LiveOurPurposeEveryDay



Kyle Gordon

September 17 at 8:24 AM

Nice affirmation of our purpose to start the week.

Idea of the Day: The role of modern corporations is changing, says CNBC editor-in-chief Nikhil Deo-gun.

"The most successful value-creating organizations are also thinking about how to be successful in society. The employees and customers of corporations are pushing organizations to look at how they do business, where they do business and what value they create."

ADD MEMBERS Import

Enter name or email address...

SHARE AN INVITATION LINK

https://fb.me/g/2kTbdWvf/SHpWqAE4

MEMBERS 32,780 Members



John Wyatt

September 20 at 3:11 PM

STANLEY Engineered Fastening - Celebrating Our Commitment to Purpose

Last week marked our second annual Global Week of Service where SEF associates volunteered in their communities to demonstrate our purpose - For Those Who Make The World. From Sept. 10-14, 2018 more than 1,583 associates volunteered their time and talents in a wide variety of activities. The images below highlight some of the volunteer opportunities that were coordinated and executed all over the world.

This year we increased our number of participants by 23% and our number of activities by 20%. Thank you to everyone who participated again this year, we are excited to continue to promote this initiative for years to come! #ForThoseWhoMakeTheWorld #GWOS

2018 Global Week of Service

1,583 Participants 36 Locations

12 Service Activities 13 Countries

20 Projects 14 Communities

3339 Program Donations

6 Plant Safety Checks

1 Community Clean-up

3 Big Field Activities

24 Miles Traveled

3 Trucks & Buses

118 Bicycles

4

+

+

+

+

+

+

+

+



Edgar Cerra with Shannon Lapierre and 28 others at EDAYO Cuautitlán México.

September 24 at 5:29 PM - Cuautitlán Izcalli, Mexico

Bringing Our Purpose to Life in México

As part of the actions we are implementing in México to bring to life our purpose, we have the project where we are working with the EDAYO (Escuela de Artes y Oficios) = (Arts & Craftsmanship School) & where we are empowering our tradesman through train them on the Safe Use, Maintenance & Repair of Tools.

This project was born as part of the strategy we have in México in terms of Bring to Life Our Purpose & aligned with the Corporate So... See More



Jared Starkweather

September 18 at 3:22 PM

STANLEY Oil & Gas Employee Spotlight

Gil Bruce - Mechanical Assembler

Our second #PurposeSpotlight is Gil Bruce. Gil has worked at STANLEY Oil & Gas for 10 years.

A few weeks ago, CRC-Evans sponsored the City Lights Foundation's event Night Light Tulsa, a program designed to serve the homeless in our community. Gil has taken the initiative to go every week since. During his time there, Gil noticed several ways that we can continue to contribute to this worthy organization.

Due to...

See More

STANLEY Oil & Gas

PURPOSE SPOTLIGHT

FOR THOSE WHO MAKE THE WORLD SECURE



GIL BRUCE MECHANICAL ASSEMBLER



Shannon Lapierre shared a link.

September 14 at 9:13 AM

Nice mention of Stanley Black & Decker's purpose in this Forbes article on rediscovering purpose.

"But brand purpose isn't just for progressive or exclusively consumer brands. In a world where manufacturing and making things has become part of the news cycle, Stanley Black & Decker asserts that it stands for "Those Who Make the World." And if the executives at Apple ever find themselves questioning what business their now trillion-dollar company is actually in—Steve Jobs may h...

See More



Miroslava Humlova shared a post.

September 18 at 12:01 PM

Our employees did ourselves recruitment campaign, in their free days, for free! Why? Because they are proud of our purpose, they are proud of DeWALT, they are proud of Stanley Black & Decker!



FOR THOSE WHO MAKE THE WORLD™
WE ARE BOLD AND AGILE, YET THOUGHTFUL AND DISCIPLINED

CULTURE
**VALUES
ALIGNED
WITH OUR
PURPOSE**



**WE'RE BOLD
TO BREAK
THE MOLD**

**COURAGE &
INNOVATION**

Bravely Innovate Without Boundaries
Generate And Embrace New Ideas
Drive Cutting-Edge Digital Solutions
Foster Creativity For Exponential Growth

OUR VALUES AND BEHAVIORS ALIGNED WITH PURPOSE



**WE CUT
THROUGH
CHALLENGES**

**AGILITY &
PERFORMANCE**

Simplify To Accelerate Business Results
Anticipate, Quickly Adapt To And Lead Changes
Focus On The Right Things And Take Action
Perform In Ways That Exceed Expectations

OUR VALUES AND BEHAVIORS ALIGNED WITH PURPOSE




**WE JOIN
FORCES FOR
SUSTAINABILITY**

**INCLUSIVITY &
COLLABORATION**

Respect And Leverage All Aspects Of Diversity
Make Decisions With An Inclusive, Global View
Collaborate To Amplify Customer Value
Communicate To Drive Meaning Outcomes

OUR VALUES AND BEHAVIORS ALIGNED WITH PURPOSE



**WE ARE
RELIABLE TO
THE CORE**

**INTEGRITY &
ACCOUNTABILITY**

Operate With Highest Ethical Standards
Be Who You Are, Build Trusted Relationships
Act With Transparency And Positive Intent
Live Up To Commitments And Own The Results

OUR VALUES AND BEHAVIORS ALIGNED WITH PURPOSE

CULTURE

AWARDS & RECOGNITIONS



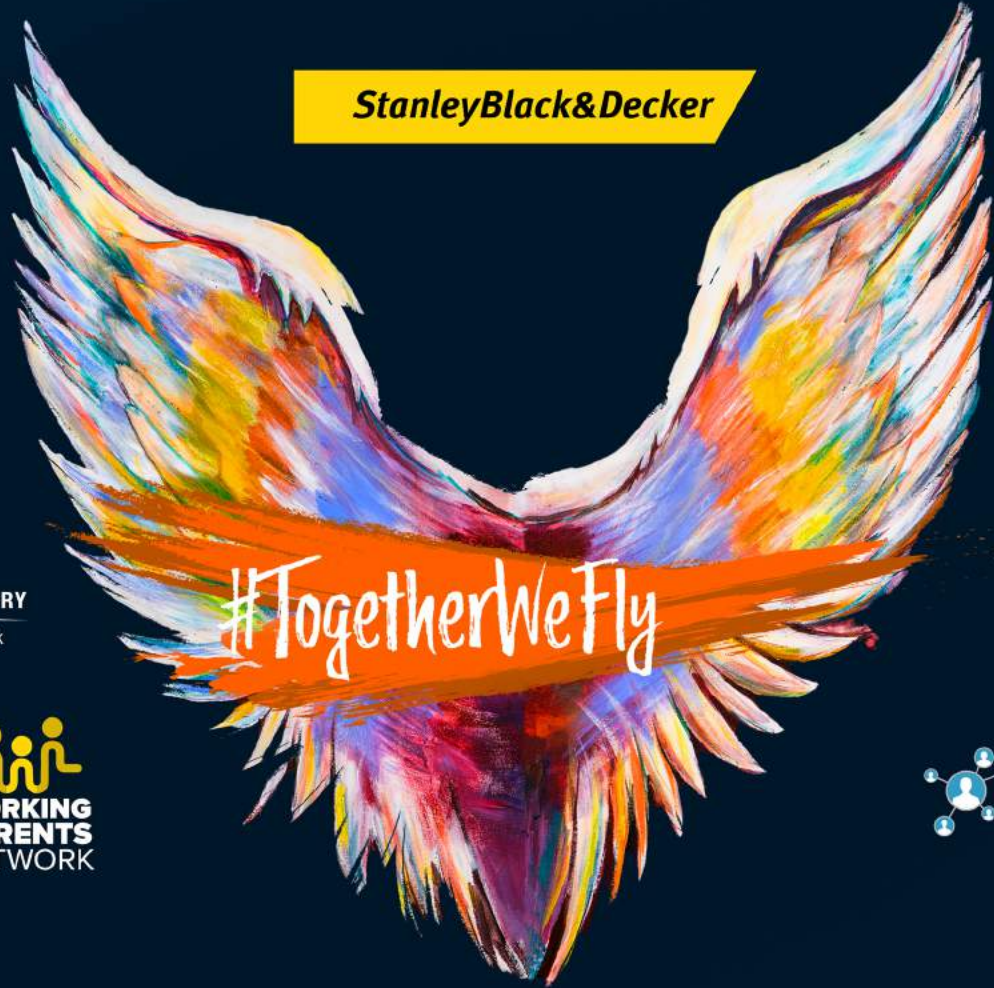


ACCELERATING

StanleyBlack&Decker



#TogetherWeFly

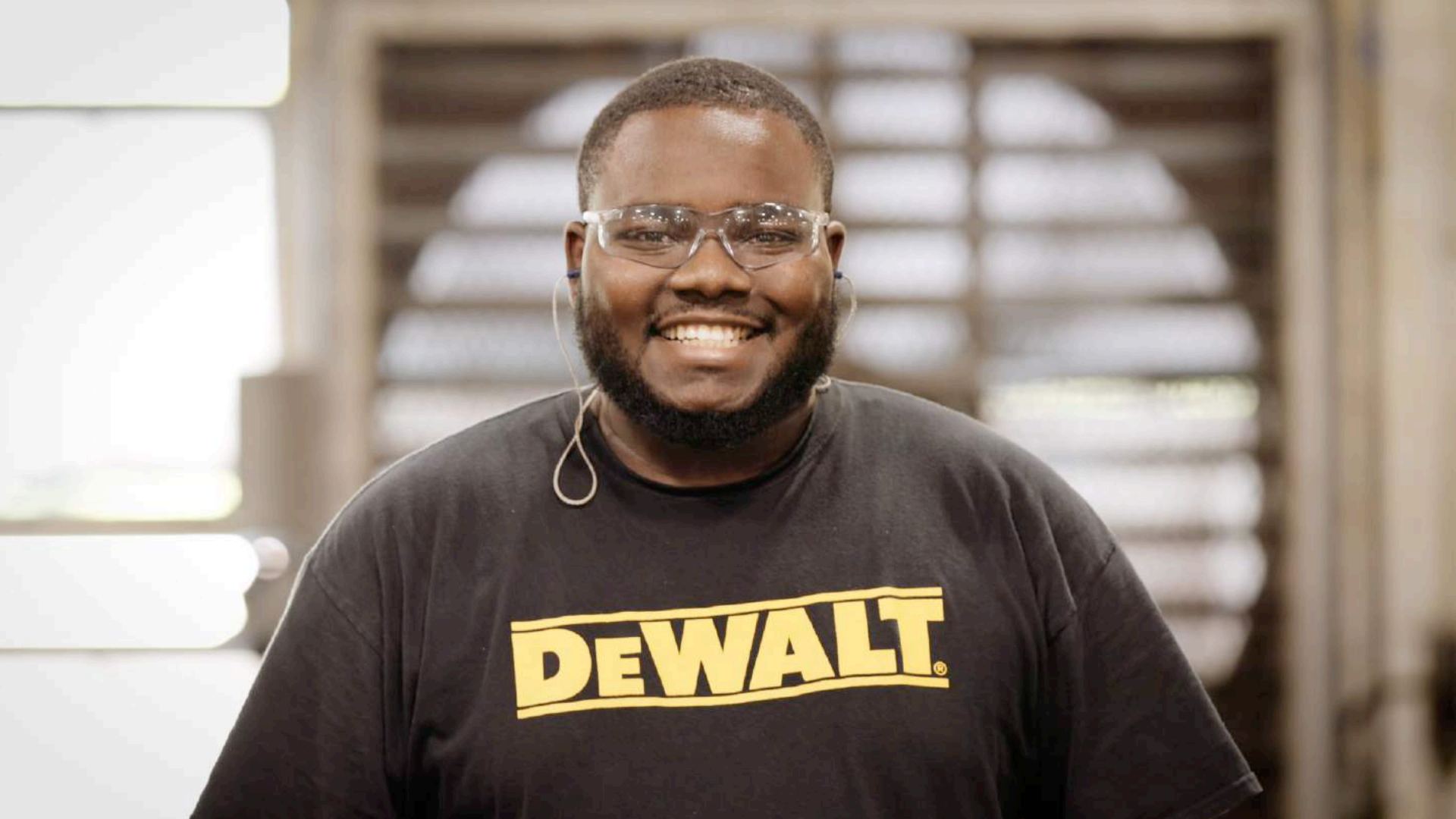




**WE ARE FOR THOSE WHO DEMAND JUSTICE,
TAKE A STAND FOR EQUALITY AND COMMIT
TO INCLUSIVITY FOR ALL.**

#TOGETHERWEAREMORE





DEWALT®

PURPOSE ... ELECTRIFYING BUSINESS STRATEGY

StanleyBlack&Decker

FOR THOSE WHO
MAKE THE WORLD™...

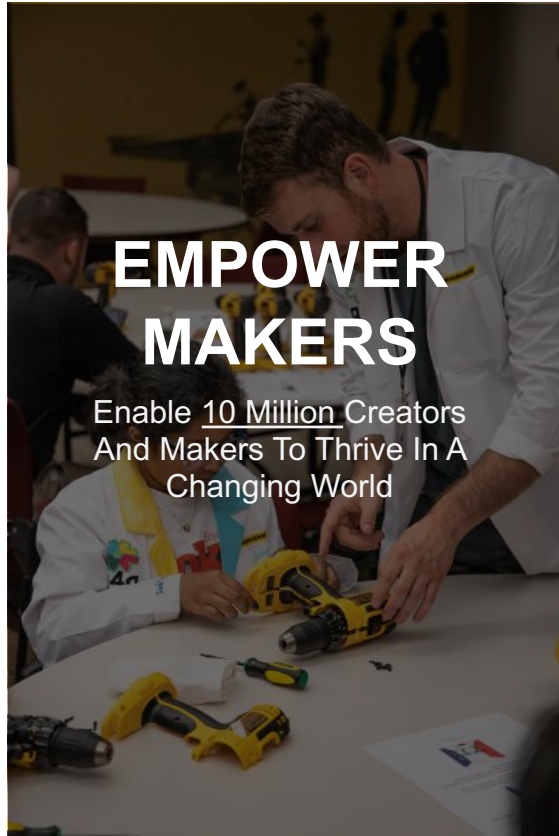


**SOCIETAL
CHANGE**



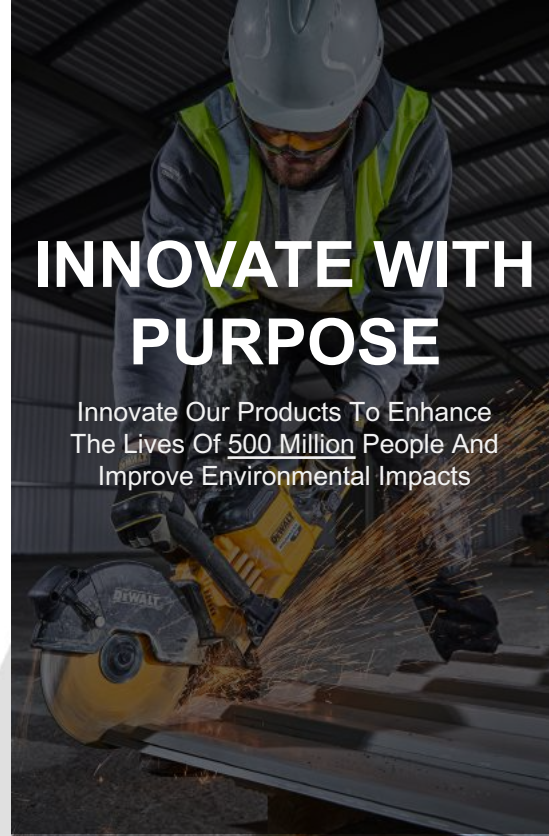
OUR 2030 CSR STRATEGY

“INSPIRING MAKERS AND INNOVATORS TO CREATE A MORE SUSTAINABLE WORLD”



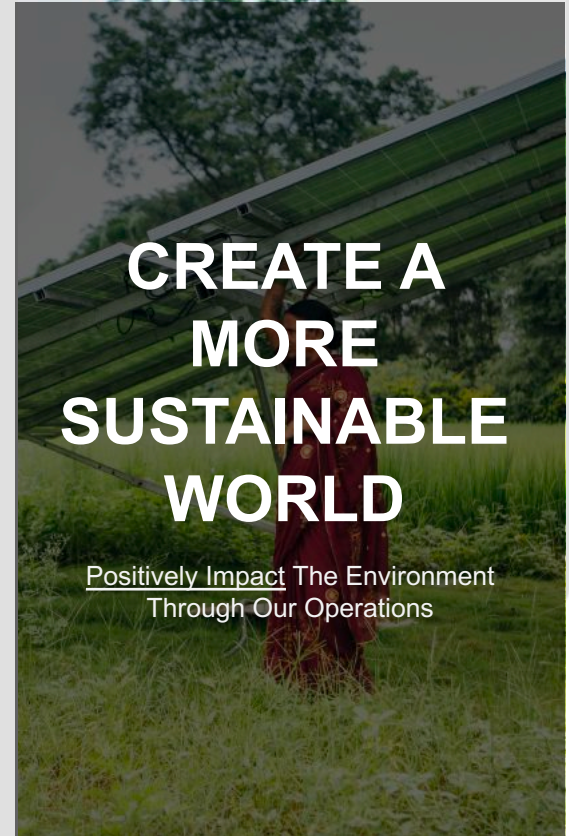
EMPOWER MAKERS

Enable 10 Million Creators And Makers To Thrive In A Changing World



INNOVATE WITH PURPOSE

Innovate Our Products To Enhance The Lives Of 500 Million People And Improve Environmental Impacts

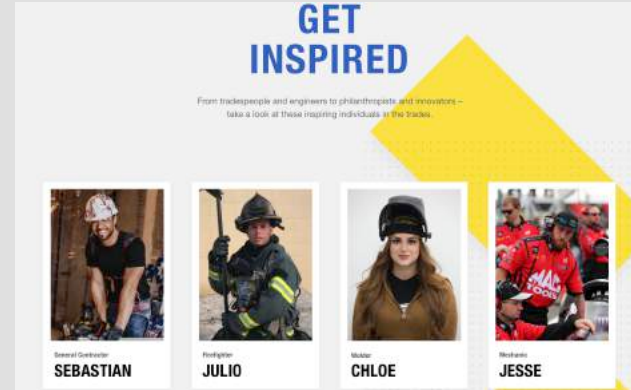


CREATE A MORE SUSTAINABLE WORLD

Positively Impact The Environment Through Our Operations

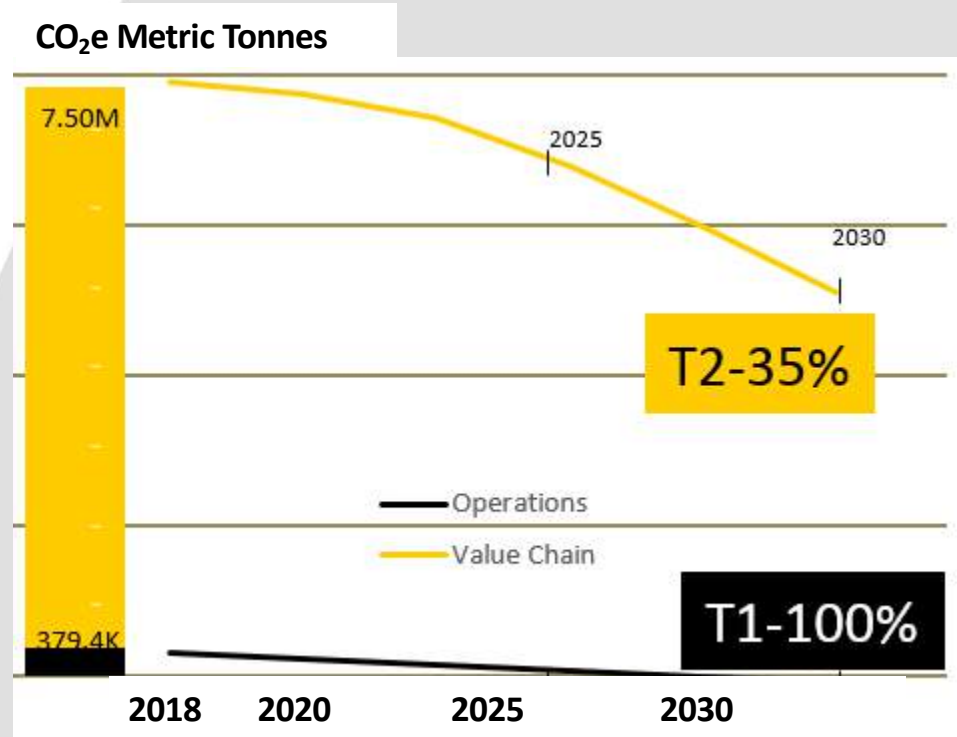
EXAMPLE: ADDRESSING THE SKILLS DEFICIT

We Have Expressed Our Commitment, From A Social Responsibility Perspective, To Being Part Of The Solution



EXAMPLE: CARBON POSITIVE OPERATIONS

Reducing our carbon output to **0**, and that of our suppliers by **35%**, by the year **2030**



OUR KEY PRIORITIES

Keeping our employees and their families safe and healthy

LEARN MORE ›

Ensuring continuity of operations and financial strength to deliver to our customers

LEARN MORE ›

Doing our part to help communities and governments mitigate the effects of the virus

LEARN MORE ›

COVID-19 Communications Strategy

1 Employee Health & Safety



Company News
 10/14/2020 10:00 AM
 Stay Safe During Your 7:00 AM

My Wife & I Are on the #StanleyPower Team
 Stanley Power Tools



2 Business Continuity



3 Community Impact



Continue To Focus on Clear, Transparent, Authentic & Timely Communications:



Spotlight on Nathalie McGloin: Building My New Normal, Brick by Brick ›



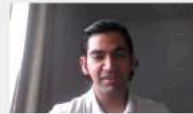
Spotlight on STANLEY Inspection: South African Team Helps Power the Nation ›



Spotlight on Paul Gianferrera: Improving Face Shields 4,000 Miles From Home ›



Spotlight on STANLEY Healthcare: Delivering One Million Masks to Senior Living Communities ›



Spotlight on Maddy Matta: Stanley Healthcare Employee by Day, ICU Nurse by Night ›



Spotlight on Franz Malkisch: Former Nurse Volunteers to Care for COVID Patients ›



Spotlight on Patrick Culver: Volunteering to Airlift COVID Patients ›



Spotlight on Sunil Krish: Preparing Meals for Those in Need ›



ELISTA

Continue To Drive Culture, Talent And Leadership Vision Throughout The Enterprise

We Have Made Progress Building A Culture To Be Proud Of And It Is Increasingly Recognized

TOP 50

Employer for Women Engineers

Fortune World's Most Admired Companies

#28 U.S. REPTRAK® MOST REPUTABLE COMPANIES

Reputation Institute

3RD CONSECUTIVE YEAR

Dow Jones Sustainability World Index

#30

Barron's 100 Most Sustainable Companies

7 Time Winner

Call2Recycle's Leader in Sustainability Award

#50

BEST WORKPLACE FOR INNOVATORS
Fast Company

America's Best Employers for Diversity

Forbes

6th CONSECUTIVE YEAR

CDP Leadership Status Climate Change & Water Security A List

BEST PLACES TO WORK FOR LGBTQ EQUALITY

Corporate Equality Index

#1

Mogul's Top 100 Companies for Millennial Women

Luminary Award Winner for Industry 4.0 Work

BRAND OF THE YEAR

PRWeek's Purpose Awards

10TH CONSECUTIVE YEAR

Dow Jones Sustainability North America Index

15 PRODUCTS NAMED

Pro Tool Innovation Awards

BEST EMPLOYERS FOR WOMEN FORBES

Top 20 Innovation Leader

American Innovation Index

Best Corporate Steward

US Chamber of Commerce Corporate Citizen Awards

Comparably Awards



We Are Only Scratching The Surface... Cultural Transformation Continues

