Kroger Leadership Model

Puts the Customer First

Anticipates customer needs, champions for the customer, acts with customers in mind, exceeds customers' expectations, gains customers' trust and respect.

Provides Clear and Strategic Direction

Plans and organizes well, sets a clear and simple course of action, stays focused on the most important priorities, has the ability to visualize and plan for the future, understands the industry and marketplace.

Executes With Excellence

Is action oriented, drives for results, sets clear expectations and milestones, reviews progress, acts decisively, solves problems, can be counted on to consistently meet or exceed goals.

Leads Change and Innovation

Challenges the status quo, embraces technology, puts forward creative ideas, champions and implements process improvements, gathers the ideas of others, demonstrates good judgment about which ideas will work.

Star diagram with segments labeled: Puts the **Customer First**, Provides **Clear** and **Strategic** Direction, **Executes** with **Excellence**, Leads **Change** and **Innovation**, **Coaches** and **Develops** Others, Leads through **Positive Influence**, Achieves **Results** through **Teamwork**, Communicates **Effectively** and **Candidly**

Our Leadership Model is built on the foundation of our company values. Like our values, it sets expectations for all of us as associates. We are all accountable for demonstrating our values and our leadership behaviors every day.

Coaches and Develops Others

Develops and cares about associates, builds effective teams, helps people be their best, values and manages diversity, provides candid and constructive feedback.

Leads Through Positive Influence

Demonstrates strong character, builds partnerships, models a conscious balance between work and personal life, takes personal responsibility for own development, role models leadership qualities such as: motivation, inspiration, passion and trust.

Achieves Results Through Teamwork

Is open to diverse ideas, works inclusively and collaboratively, holds self and others accountable, involves others to accomplish individual and team goals.

Communicates Effectively and Candidly

Communicates clearly and directly, is approachable, relates well to others, engages people and helps them understand change, provides and seeks feedback, articulates clearly, actively listens.

Passion for **People.**
Passion for **Results.**