**STAFF SPEECH**

**FOR**

**ARNAUD DE MOUSSAC**

Hello everyone and Happy New Year! I want to thank all of you for joining us tonight as we recognize the completion of one year and welcome the new year that lies ahead. I think it’s important to look back and acknowledge the road on which we’ve traveled together... to remember where we started, recall the challenges we faced, and remind ourselves that anything worthwhile that has been accomplished was done through teamwork, cooperation, and respect. Each one of you is here, in this company, because of the potential you demonstrate.... because of the willingness you show to learn and contribute, and because you understand, more and more each day that if we can achieve professional success together, you will find a great deal of personal satisfaction and gratification In the process. It’s been a bit more than one year since I arrived here at Caribbean Grains. I think most of you remember the condition of the company back then when I arrived. Some people might have called the state of the company a **DISASTER**.... you know what? In business, that is known as a **GROWTH OPPORTUNITY**!!! (**Say this with enthusiasm and if they understand the joke, Wait for the laugh**). The condition of the finances as well as the health of the organization equally needed attention.

Sixteen months ago, there were more “opportunities” than I am able to count that tried to tell me that this company needed **A LOT** of work if it was going to have any chance at all to.... forget about **succeed**.... I was aiming for the company to just **SURVIVE**. My partners and I are very aware that this company is not just made up of machinery, buildings, and raw materials.... those are all inanimate objects that can do nothing without the most important element of any business... **human resources**... and that’s all of **you**. We have employees that rely on us to guide this business so that it is not only able to provide a quality product for the people of Saint Lucia, but to also provide a decent, progressive work environment and opportunity for its employees... employees that understand the importance of making an investment in their work environment, their skill sets, and their chances for future growth, personally and professionally. While we demand that we all work together to produce an exceptional product, that product will only improve as the hands, hearts, and minds of the people doing the work consistently commit and recommit to doing excellent work.

When I arrived in August of 2017, I am sure I was looked at, by some of you... okay... **MOST** if not **ALL** of you... with what some people would call a “side eye.” I was the unknown factor... the “foreigner...” the person not to be trusted. That was no secret... and I don’t blame anyone for feeling that way. You didn’t know me. You didn’t know what **MY** skills were and are. You didn’t know how great my commitment was to working towards the success of this company and ultimately the success of each one of you. You saw a company that produced a product.... and many of you imagined... assumed... that because this seemed like a big, important company, that it was healthy and able to grow and ship flour and other products and the money would just come rolling in. Well, that was **NOT** the case. When I arrived and began to check on the actual condition of the company, let’s just say, it needed help... lots of it... imagine the worst football team in the league... that was us... only in the flour business!! This company needed a complete reassessment... visionary coaching, and a team that was willing to practice, concentrate on their skills, and seriously commit to teamwork and finding the way to achieve the necessary goals... for this business. We are here, celebrating tonight, because we are all, as a team, doing something **right**. In the past sixteen months we have turned a loss of millions of dollars (**Do you refer to American currency? It sounded like that in our conversation. If not, please change**) into a loss that’s one tenth the amount that burdened us when I first got here. It is my intention that next year at this time, I will be able to tell all of you that the company has made a **profit**. That would be great... that would be an incredible achievement.... and that is something that can only be accomplished through hard work, dedication, honesty, integrity, and respect. While some people may think they can and **WILL** be that special person who will be able to “ beat the system,” I am here to let you know... to remind you... if you’ve ever heard this.... that beating the system does not exist. Do you know why? It’s because there are no shortcuts to success. My partners and I have been in many businesses for many years and I can tell you, without hesitation, that it is only through hard work that we find satisfaction. Some of you are already in the process of learning that. Others of you have observed your co-workers finding success, gaining respect, flourishing from the experience of learning to do more, be more, earn more. That kind of accomplishment is available to each one of you...once you demonstrate you are capable of handling the trust and responsibility that comes with bigger, more demanding jobs.

This is a very exceptional time to be a part of Caribbean Grains and its story... both here in Saint Lucia and abroad. I have accepted the challenge to continue to lead the progress we see in this company. As we grow stronger, we will grow smarter, bolder, and more confident in the steps we will take to see to it that Caribbean Grains earns its place and reputation to be number one. Where I come from, in Singapore, the people are united in a mission... sometimes unspoken... never ignored. Whether it has to do with personal, professional, educational, or cultural advancement, they believe, as do I, in excellence... in being the very best that one can be... in conducting oneself with integrity and honor... even when no one is looking.... whether doing the most noble, important mission or completing the most mundane, ordinary tasks... be the **BEST** that you can be. Do your duties with conviction... with purpose... aim to be at the **TOP** of the list... intend to achieve the **MOST**.... do your job with the clear intention to be number **ONE**... or there is no point.... after all... who aspires to be just mediocre?? It is those that are the best at what they do.... that give an effort their all.... that truly make a difference in this world.... and as you forge your trails to be number one...remember...you do that for **YOURSELF** as well as for your employer... your family... and your community. Each one of you knows what it feels like to make a difference. How do I know that? Because I have witnessed your performance... your struggles... your denial... your acceptance... and your success.... from the smallest gestures to the moments when you break through and let the world and your co-workers see your potential, I have seen glimpses of what Is possible. In the New Year, it is my intention that you show more than just a ”sneak peak” of your capabilities. We have big plans for the future that will only be achieved as we all come together, continue to learn from one another, and forge an alliance that will lead all of us to success.

We know that success counts on your ability to be self sufficient... to continue to grow... to accept new and bigger challenges... to truly live up to our name, **CARIBBEAN** Grain... as we grow our business beyond our own borders. It will be the infusion of foreign currency that will add to our success. It is my intention that this company sets a standard for excellence for Saint Lucia. We will achieve those non traditional goals through very traditional means... through team spirit.... the employees of Caribbean Grains are **INTER** dependent... we rely on one another for our mutual success. We will achieve our goals through empowerment at all levels... from the mills to the bakers to the sales teams, administration... production, distribution... we will find strength in each other’s enthusiasm and ethics, and we will do our work with a sense of company and national pride. We will conduct our business as though our products are considered **world class** in quality.... because our clients and customers deserve the best. Let’s face it.... bread is considered the “staff of life.” For thousands of years, bread was and has been considered the foundation of nourishment. What we do here is **important**. Our main product is the basis for literally feeding the world. Our purpose and mission are clear. I hope you all see that. As we grow and strengthen this company, we will set an example for other island businesses and show them that they, too, can achieve great success.

I grew up learning one great lesson... “We can not become what we need to be by remaining what we are.” The world is in constant motion. You can see how conditions change every day. People are connected throughout the world in ways never before experienced. It no longer serves us, our families, our communities, to be isolated... to “play small.” We owe it to ourselves and to one another to evolve... to learn... and to grow through our experience, and that’s what our intentions are here at Caribbean Grains.... and you can see the positive shifts that have taken place over the course of the last sixteen months.

For the most part, each one of you is young, eager, and prepared to learn how to do things.... how to work... how to succeed... the **RIGHT** way... with integrity, honesty, and purpose. It is my privilege to guide you on that journey, both for your own personal growth and for the well being and future health of this organization. As you work here, and as you see the difference your participation makes in our company, the economy, and the community, we will start to explore new avenues to demonstrate our winning formula. Whether that is through diversification, expansion, or further expressions of **TEAM SPIRIT**, now is a great time to be a part of this growth.... and while there may be outside forces that may try to influence adversity, rest assured that as part of **THIS** team, together, as I have said, **we will succeed**.

It really is a new dawn at Caribbean Grains and I am excited and eager for the future for all of us. While some... okay... **MOST** of you suspected who I was and what my motives were sixteen months ago, we’ve **ALL** learned over time that each one of us... me included.... is always learning... most of all, we have learned to keep open minds. Winston Churchill said, “Success is not final; failure is not fatal; it is the courage to continue that counts.” As we gain greater understanding of the necessity of doing our hard work and taking ownership of what we do, we will discover our own importance within the company and within our own lives. I want to thank each one of you for your dedication, determination, and contribution as we build something bigger and better than we could have ever imagined. I want to thank you in advance for your enthusiasm and integrity. Here’s to a great 2019 filled with intention, achievement, and success. Thank you all!!