Execution & Financial Discipline

For decades, GE has unleashed the power of its processes to drive profitable growth. Our reputation for operational rigor is as much a key to our future as it is a legacy of our past. Beyond merely maintaining an unrelenting focus on financial discipline and execution, we are enhancing these capabilities, measurable through key metrics such as operating profit margin and return on average total capital (ROTC).

GE is enriching its services capabilities across businesses and focusing on product innovation to expand individual margin rates by as much as 30%. These efforts together with overhead cost reductions and high-return business investments have increased ROTC, positioning us to reach our goal of 20% by 2008.



orecast

RETURN ON AVERAGE TOTAL CAPITAL

2004 2005 2006 2007*

[96]

16.2 16.6 18.4 ~19.0

-0.00

24 GE 2006 ANNUAL REPORT (abedemo.tizrapublisher.com) for the exclusive use of unknown.

2024 Demo. Please report unauthorized use to pirate@tizra.com



Growth as a Process

GE is extending its ability to deliver by adding new process capabilities to our operating rigor. Over the past several years we have developed a process that fuels our ability to generate consistent organic growth. We call it Growth as a Process, and it includes six capabilities:

1) Technology, 2) Customers, 3) Globalization,

4) Commercial Excellence, 5) Innovation and 6) Growth Leaders. Our investment in this process is delivering total assets and orders have grown significantly, and we are generating organic revenue growth at twice our historic rate.



Today, each of our six businesses is investing in this process. Energy is just one example of how Growth as a Process is delivering organic growth. Here is how this process is bringing value to this specific business.