

(DON'T!)  
**WASTE  
WATER**

What if *xylem* slightly  
changed its tagline to

“Let US solve water”?



**“Us” - because Xylem is on a transformational journey to become a full-blown solution provider.**

(DON'T!)  
**WASTE WATER**

... and our journey is not over!

**Patrick Decker, CEO of Xylem**



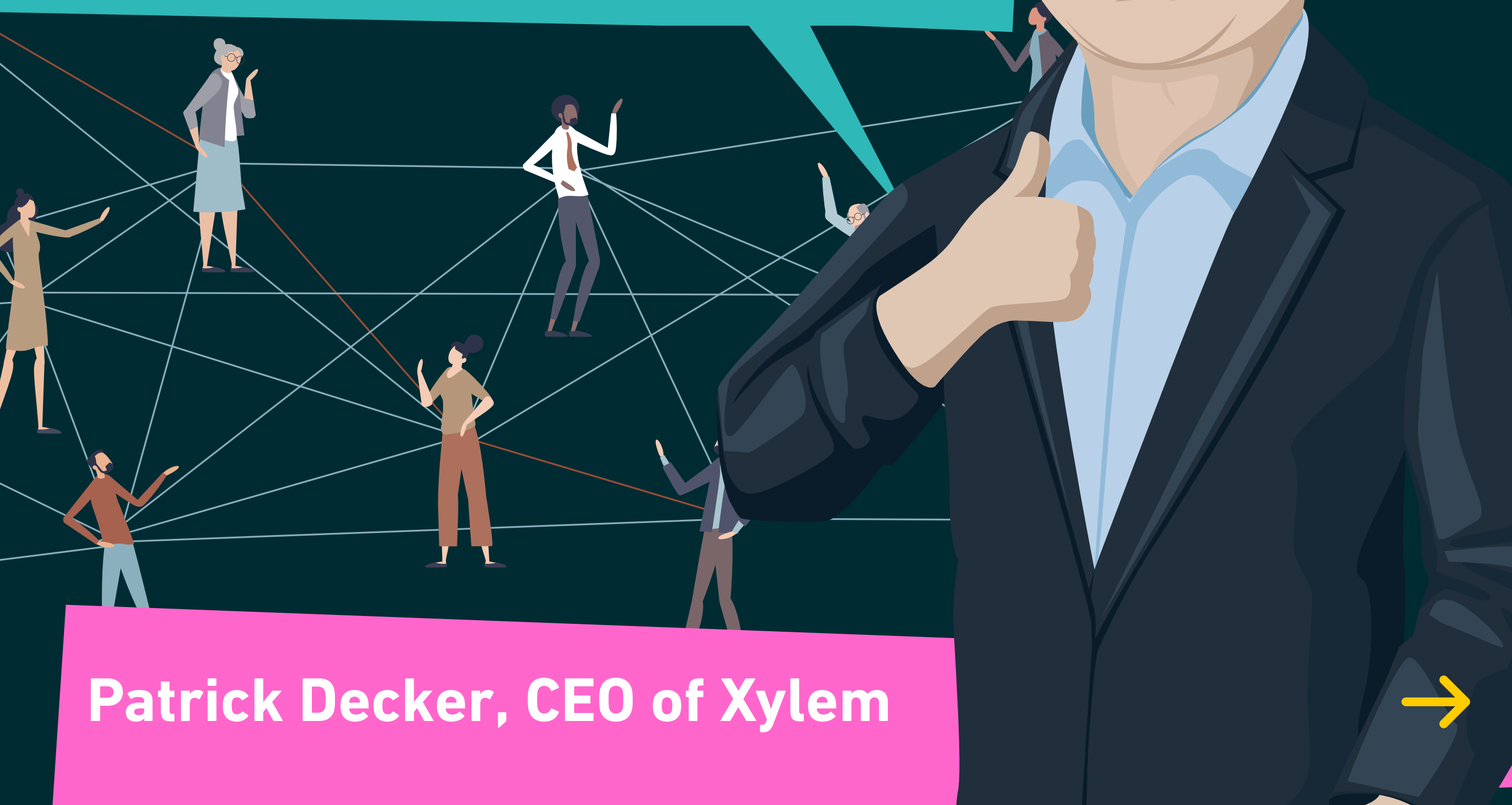
... but also because the company expands its partnerships with many stakeholders

(DON'T!)  
**WASTE  
WATER**



It's really important that we maintain our credibility, reputation, and trust on our core. But there are other business models! There are other ways for us to engage with other companies, other partnerships, NGOs, venture capital, governments...

(DON'T!)  
**WASTE  
WATER**



**Patrick Decker, CEO of Xylem**

(DON'T!)  
**WASTE  
WATER**

**In this packed “power interview,”  
you’ll learn:**

- The 3 obstacles to Water Technologies’ Adoption... and the 3 secrets to overcoming them!
- The multifaceted perks of Private-Public Partnerships that lead to win-win-win-win-wins
- The one-billion eyeballs campaign that placed Water Challenges on the map for hundreds of millions of people
- But also Patrick’s KPI, Water Infrastructure, Allocation of Funding, Youth Engagement... and much more!



**And if many of you comment here to signal you’d like to know more, I’ll get more chances to have Patrick Decker back on the podcast for a deeper dive! I’m counting on you.**