

Meet the global Supply Chain 'Thought Leader'

Dr. John Gattorna

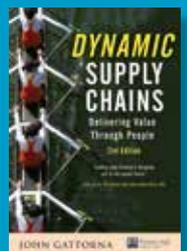
Live in Shanghai
21 April 2015

Designing and
managing
customer-centric

Dynamic Supply Chains

1-day Master Class

Join this program and receive a FREE autographed copy of Dr John Gattorna's popular book, *Dynamic Supply Chains* (2010); delivering value through people.



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GLOBALSCM
Wiki your supply chain management

BIOGRAPHY

Dr John Gattorna,
B.E. (Melb); MBA (Monash); PhD (Cranfield)

John Gattorna has spent a lifetime working in and around supply chains, in many different capacities – line executive, researcher, consultant/adviser, teacher and author. He is passionate about the subject – some might say obsessive.

In the late 1980s, John became disenchanted with the lack of conceptual depth in the 'logistics' field; and as it turned out this did not improve much as logistics thinking morphed into 'supply chains' in the 1990s. So he started to search for a new model/framework that would better inform the design and operation of enterprise supply chains, seeking to satisfy customers and consumers. And he found it in 'dynamic alignment'.

For the last two decades John has been working with blue chip major corporations around the world to take his new model from the conceptual stage to a finer level of granularity. It has been a complex task because it has involved learning about, and combining, several disciplines – consumer/customer behaviour; internal cultural capability of the enterprise; leadership styles; and of course the operational aspects of corporate logistics networks and supply chains. The unique thing about John's perspective is that he presents a multi-disciplinary approach to the design and management of enterprise supply chains, and this requires an eclectic mindset.

John is Executive Chairman of a Sydney-based specialist advisory business, Gattorna Alignment Pty Ltd, and he collaborates with a large community of supply chain enthusiasts, worldwide.

He is now one of the most respected supply chain 'thought leaders' in the world.

From 2011- 2013, John conducted this MasterClass in Shanghai, and the feedback has been very complimentary; see below.

"John is very knowledgeable and personally engaging. Great Job!"

[Vice President Global Demand Chain, Peer Bearing](#)

"Very good lessons, and practical too".

[Senior Manager, Omron](#)

"Dr Gattorna was effective in communication to the group, and these messages need to resonate to all levels of the organization"

[Vice President Operations, Havision](#)

"Most useful; a new business model to apply".

[Supply Chain Planning Manager, PepsiCo](#)

"This workshop brought us to a high level of supply chain thinking".

[VP, Supply Chain & Customer Service, Bluescope Steel](#)

"Great workshop! Moderator very knowledgeable!"

[Logistics Manager, LG Sourcing](#)



A letter from Dr John Gattorna to intending delegates at the 1-day Master Class

Dear colleagues,

Since I last offered this Master Class in Shanghai in 2013, a lot has happened in the world, much of which has re-emphasised the critical importance of enterprise supply chains.

During the intervening 2 years, we have also been learning new ways to design and operate the *omni-present* supply chains that pervade the lives of everyone on the planet.

I have compressed the previous 2-day program into just one day, because speed is of the essence, and in any event busy executives will find it more convenient and a better fit with their busy work schedules.

Please come to this key event, and bring your team with you- joint learning will accelerate your progress when you return to your respective Firms.

I look forward to meeting you all in Shanghai on 21 April, 2015.

Best of success,

Dr. John Gattorna
Supply Chain ' Thought Leader '

Dr. John Gattorna's Books

2015

Dynamic Supply Chains (3e)

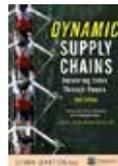


How to design, build and manage people centric networks

Coming may'15

2010

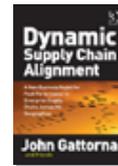
Dynamic Supply Chains (2e)



Delivering value through people

2009

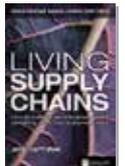
Dynamic Supply Chains Alignment



A new business model for peak performance in enterprise Supply Chains across all geographies

2006

Living Supply Chains



How to mobilize the enterprise around delivering what your customers want

BENEFITS OF ATTENDING

This workshop will change your whole outlook on the design and operation of enterprise supply chains. The 'dynamic alignment' model is unique in the world, and is a powerful integrating force for improved operational and financial performance.

By attending, you will find out exactly what steps to take to re-align your business (and its supply chains) with customers and suppliers, including the invaluable 3PL external resource.

The 1-day event is solely conducted by Dr John Gattorna, using a mix of short lectures, video demonstrations, and diagnostics that each attendee completes on his/her own business. So the result for each attendee is uniquely theirs.

As indicated above, best results have historically been achieved when small multi-disciplinary teams of executives attend from the one company; indeed, the results will amaze you!

WHO SHOULD ATTEND

All C-Level Executives (CEO, COO, CPO, etc.), Managing Directors, General Managers, Senior Executives in ALL functions in value chains.

John's philosophy is that the 'supply chain is not so much a 'function' as a business philosophy. As such, he feels strongly that every function in the business must recognise that it has a contribution to the cross-functional flow of products, services, and monies.

For that reason, John strongly recommends that multi-disciplinary teams of executives attend from leading companies- this will trigger the best outcomes, post-workshop. So all the C-level are invited, along with senior executives in ALL functions, ie., Procurement; Logistics; Finance; Production; Sales; Marketing; Human resources; and IT.

This workshop is definitely not designed for specialist Logistics or SCM personnel alone.

Some of the themes that Dr John Gattorna will pursue in his 2015 MasterClass

- > The best way to create value is to achieve a finer 'alignment' with customers and suppliers. Currently, many companies are 'over' and 'under' servicing, thereby losing out both ways! In other words most are guessing, and wasting a lot of resource. One-size-fits-all static supply chain designs are dead!
- > Adopt the 'Dynamic alignment' model, ie, which links customer, strategy, internal culture, and leadership style. But by definition this means you can't do the entire task alone- all the functions/disciplines inside the company have to work in a co-ordinated way to deliver what the customer wants.
- > The best organisations in the world have realised that you can design and operate supply chains from the 'outside-in'! It has to be 180 degree different, ie., from the current 'inside-out' way.
- > Start by re-segmenting your customer base. The way you do it now, using 'institutional' definitions is of no use in designing your supply chain.
- > What you will find is that there are up to 16 different buying behaviours, but the 3 most dominant buying behaviours that we see in industry and commerce are: Collaborative; Transactional; and Dynamic. These 3 will give you an 80% fit to your customers/market.
- > Based on these 3 different buying behaviours you will realise there are 3 correspondingly different supply chain configurations that can be hard-wired into the business. Only the 'Collaborative' segment truly warrants a collaborative approach, using a supply chain type called 'Continuous Replenishment'.
- > This requires revisiting the way you structure your organization (preferably in 'clusters'), and creating internal sub-cultures to underpin each of the 3 SC types.

ABOUT THE EVENT

Current methods of designing and operating Enterprise Supply Chains are static at best, and seriously flawed at worst. At the same time, the worlds of business and commerce are moving at an ever faster pace, with customers and consumers becoming increasingly demanding . They want what they want- now!

To meet this challenge we need a fundamentally different business model, and this workshop will present one such model, which has been tested in the field for the last 20 years, with significantly positive results.

The new model, which works on the basis of 'outside-in', is founded on 'design thinking' principles- alignment of the enterprise with customers and suppliers. A new way of segmenting customers and consumers is demonstrated, and this is the fundamental starting point and frame-of-reference for all subsequent work, both inside and outside the business.

We recognise the importance of leadership in making this model work for best results, and during the course of the workshop you will see how superior leadership does in fact make a huge difference to the alignment of the business, and therefore to it's bottom line.

PROGRAM AGENDA

SESSION 1

- ◆ Dynamic Alignment model
- ◆ Introductory comments and expectations
- ◆ Multiple supply chain configurations
- ◆ Exercise 1: Customer segmentation along behavioural lines

SESSION 2

- ◆ Operational strategies for each generic supply chain type
- ◆ Exercise 2: Analysis of 'Current' vs. 'Ideal' strategies

SESSION 3

- ◆ Shaping the required subcultures to propel the full array of supply chain types
- ◆ Developing the corresponding internal capabilities
- ◆ Exercise 3: 'Quick' culture diagnostic

SESSION 4

- ◆ Leadership styles required to manage a multi-supply chain configuration
Procurement; an integral part of the supply-side SC
- ◆ Role of outsourcing and the different business models available
- ◆ Exercise 4: Universal MBTI

SESSION 5

- ◆ Review, feedback, and closure Commitment to action

TESTIMONIALS

"The articulated dynamic supply chains are a critical component of every business and corporate strategy".

Yoram (Jerry) Wind, The Lauder Professor of Marketing,
The Wharton School, University of Pennsylvania, USA.

"Gattorna's research is sound, his conclusions are spot-on, and the resulting model for achieving dynamic alignment is very powerful".

Ron Woodward, Manufacturing, Engineering and Global Operations Director,
Strategic Change and Risk Management, Dow Corning Corporation, USA.

"John Gattorna tangibly validates why he is considered one of the global thought leaders in supply chain management".

Paul W. I. Bradley, Chairman and CEO, Caprica International, Singapore.

"I'm convinced that [John's] segmentation model is a must for every manager to understand and build solid business models for each venture in the market".

Vicente Moliterno, Managing Director, Staroup S.A., Brazil.

Some of the companies that Dr. John Gattorna has advised in the last few years

- ▶ Agility (Sw)
- ▶ Axia(Br)
- ▶ CBH (Aus)
- ▶ Geodis Wilson (Fr)
- ▶ NAM-Shell (Holl)
- ▶ Ralph Lauren (US)
- ▶ Schneider Electric (Fr)
- ▶ Shell (Aus)
- ▶ Teys Australia (Aus)
- ▶ Unilever (AP)
- ▶ Woodside (Aus)

For more information on his activities and especially his speaking schedule worldwide, visit www.johngattorna.com

Companies in China who have benefited from John's workshops include:

- | | | | |
|------------------------|------------|----------------|---------------------|
| ▶ Boehringer Ingelheim | ▶ Wacker | ▶ Wrigley | ▶ Reckitt Benckiser |
| ▶ Bunge | ▶ Unilever | ▶ Tetra Pak | ▶ PPG Industries |
| ▶ Gemalto | ▶ Tenneco | ▶ ArvinMeritor | ▶ SCA |
| ▶ Lucite | ▶ Siemens | ▶ Esab | ▶ Epcos |
| ▶ Metso Minerals | ▶ Mars | ▶ Rio Tinto | ▶ Linde |
| ▶ Philips | ▶ Pepsico | ▶ China Mobile | ▶ Bohler |
| ▶ Estee Lauder | ▶ DSM | ▶ Qualcomm | ▶ Omron |
| ▶ BlueScope Steel | ▶ Almatris | ▶ LG Sourcing | ▶ Rexnord |

About GlobalSCM

GlobalSCM is engaged in developing a leading integrated recourse platform primarily for supply chain, logistics, purchasing and manufacturing fields. The Company operates in several segments: Supply Chain Consulting, Professional Training, Personalized News and Information Solution, SCO Summit.

Headquartered in Shanghai, GlobalSCM has helped 1000+ companies solve the complicated challenges of developing a coherent business strategy in supply chain management.

Dynamic Supply Chains

Tuesday | April 21, 2015
Shanghai Marriott Hotel Luwan

REGISTRATION FORM

Name _____ Company _____ Position _____ Tel _____

Mobile _____ Fax _____ Email _____

Name _____ Company _____ Position _____ Tel _____

Mobile _____ Fax _____ Email _____

Name _____ Company _____ Position _____ Tel _____

Mobile _____ Fax _____ Email _____

Full Company Address _____

Zip Code _____ Signature _____ Date _____

(This Contract is invalid without a signature)

Fees

Standard Price	RMB 6998 / person	Register & Pay after March 13, 2015
Early-bird Price	RMB 5998 / person	Register & Pay before March 13, 2015

Method of Payment

Bank Transfer

Terms & Conditions

Fees are inclusive of program materials, luncheons, and refreshments.

- 1. Payment Terms:** Following completion and return of the registration form, full payment is required within 7 working days from receipt of registration form. PLEASE NOTE: Payment must be received prior to the event date. Due to limited event seats, we advise early registration. A 10% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- 2. Cancellation/Substitution:** Provided the total fee has been paid, substitutions are always welcome at no extra charge. Cancellations must be received in writing by email at least 2 weeks before the event in order to obtain a full credit for any future GlobalSCM event. Otherwise all bookings carry a 50% cancellation liability. Non-payment or non-attendance does not constitute cancellation. The service charge is completely non-refundable and non-creditable. For any reason, if this event is cancelled or postponed, GlobalSCM is not responsible for covering airfare, hotel, or other travel costs incurred by clients. But the event fee will be totally refunded.
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