

# Stop. Think. Transformer

Transformation is the keyword for the world's supply chain leaders. That is the conclusion from a series of "thought leadership" summits between supply chain directors from around the world.

Why is it that "transformation" is so prominent and how transformative is your supply chain? Two experts have written a book about it.

By: Poul Breil-Hansen

Editor, *SCM+Logistik* Magazine,

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[English language translation from the original Danish]

It's time to stop, rethink and transform the supply chain and the business. John Gattorna and Deborah Ellis think so. They are two experts within the global supply chain fraternity who have a big impact on global transformation of supply chain in the modern era. Especially John Gattorna, who has over several decades worked diligently to push the professional development of SCM and has systematically searched for new and innovative ideas that he has published in a series of books, supplemented by numerous lectures, executive workshops and thought leadership retreats, worldwide. He received the 2018 CSCMP Distinguished Service Award from the CSCMP in the US for his pioneering work. So, it is worth listening to what John and Deborah say - in this case in their recent book.

The book is based on several decades development work, adding conceptual depth and professional structure to the supply chain management discipline they consider to be very operational oriented. Also adding to the flavor of the content is that the authors have drawn on their experiences in conducting several global workshops ( or Retreats) for senior Supply Chain executives drawn from the best of the best global corporations. The Retreats have taken place in Sydney, Singapore, Hong Kong, Amsterdam, Cape Town and Hamburg, with another series scheduled for 2020.

## **VOLATILITY CALLS FOR TRANSFORMATION**

"The word and the topic of "transformation" kept appearing in our supply chain 'thought leadership' Retreats. It seems that these senior supply chain leaders from across multiple industries and continents all agreed about the need to transform as they became aware of the growing volatility in their respective markets," the two authors write.

They have therefore written a book focusing on designing and executing the transformation of enterprise supply chains. Knowing that any transformation of enterprise supply chains will inevitably involve transformation of the entire business".

"The content and process of the book is all-encompassing. Indeed, 'transformation' it is not a manoeuvre to be undertaken lightly; it requires eyes wide open from the very start, and a readiness to demonstrate relentless leadership through to the end," write the authors.

## **GUIDE TO SERVICE IN A DISRUPTIVE WORLD**

The result is a book that makes a good attempt at guiding the reader through the delicate of redesigning their supply chain network - and not least, how to get the new design fully implemented in a short time. Because time in the new Digital era is a crucial factor now. The book full title/subtitle of the book is a bit of a mouthful: "*Transforming supply chains: realign your business to better serve customers in a disruptive way world*". But it also says a lot. It's a book full of gold in shape of depth of learning, with lots of methods and insightful reflections, something most supply chain directors and COOs may not be expecting. Supply chain and operations management are disciplines that are usually characterized by hectic daily activity, which often swallows all available resources. This means that development and innovation can only occur to a limited extent. This book plays a major role in nourishing reflections about the value the supply chain creates day-to-day, and pinpoints how it adds value to the overall business enterprise, not least of which is to demonstrate how to engage in and implement a successful transformation to stay abreast of rapidly changing markets.

## **FACTS ABOUT THE BOOK**

**Title:** *Transforming supply chains: Realign your business to better serve customers in a disruptive world.*

**Authors:** John Gattorna and Deborah Ellis.

**Publisher:** Pearson Education Limited.

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**Length:** 216 pages