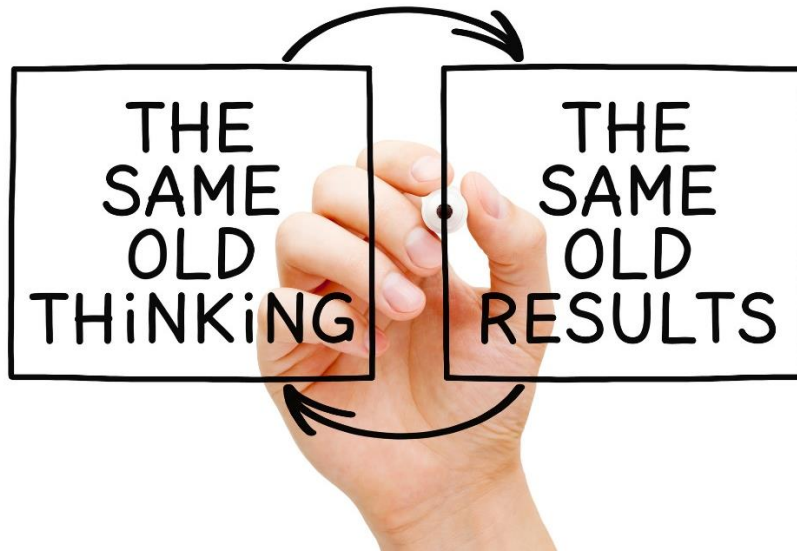


## THERE'S NOTHING SO PRACTICAL AS A GOOD THEORY



### The vital importance of 'thought leadership' in contemporary supply chains

Since 2003, Gattorna Alignment's (GA) *raison d'être* has been to research and apply new ideas, concepts, and frameworks to business enterprises for the purpose of improving the design and operations of their end-to-end (E2E) supply chains, at global, regional and country levels. We have only been able to achieve this objective by working with teams inside client organisations in collaborative innovation mode. In effect, these projects have been our 'laboratories' for exploring, testing and delivering new and powerful methodologies to push the performance envelope. And for the beneficial organisations, the results have been outstanding, opening up a powerful first-mover advantage in their respective markets.

For confidentiality reasons we can't talk about individual clients, but we are able to accumulate the knowledge and learnings gained over time and disseminate this to the broader global audience through our books, articles, blogs, conference addresses, and special by-invitation-only events, the latter having been part of the global supply chain landscape for the last two decades.

In 2024, we plan to conduct a Series in Sydney (for an ANZ audience); and another in Singapore (for a global audience). Across these events we will be tackling many of the big supply chain issues facing the world of business, commerce, and government in the current decade and beyond, and considering the potential solutions to many of the wicked problems they pose.

From our accumulated experience, we are very confident that there are indeed viable pathways to peak performance, even in these increasingly volatile times, but it requires a combination of deep thought, visionary leadership, and strong discipline; hence our relentless focus on 'thought leadership'.

## EXPRESSIONS OF INTEREST

If interested in being considered for an invitation to either the Sydney Series (15 Feb; 19 Mar; 16 Apr'24); or the Singapore Global Event (8-9 May'24), please contact us on the emails below. Capacity is strictly limited for each Series.

### Contact Details:

Sydney Retreat Series: Deborah Ellis [debellis@gattornaalignment.com](mailto:debellis@gattornaalignment.com)

Singapore Global Event: Dr John Gattorna [john@gattornaalignment.com](mailto:john@gattornaalignment.com)