

Meet the global Supply Chain Thought Leader

# Dr. John Gattorna

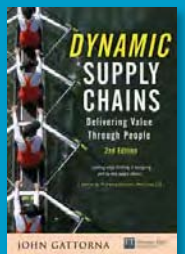


Live in Shanghai  
20-21 March 2012

Designing and  
operating  
customer-focused  
*Dynamic*  
Supply  
Chains

2-day Master Class

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## BIOGRAPHY

Dr John Gattorna is one of the world's foremost contemporary supply chain 'thought leaders'.

During the last 25 years, he has filled various capacities in this fast evolving field; line manager, researcher, consultant, teacher, and author. Indeed, John has been closely involved in the evolution from the days of Physical Distribution Management (1970s), through Logistics Management (1980s & 1990s), to Supply Chain Management as we know it today.

Along the way John has contributed new and leading edge concepts, such as 'Alignment', and worked around the world with company managements, testing his theories and concepts in real business situations. His mantra is: '*learn by doing*'.

John is a much sought after keynote speaker on the international speaking circuit, and he uses these opportunities to get his innovative messages across to senior management audiences in many industries.

Last year John conducted his 2-day MasterClass in Shanghai for the first time, and the feedback was extremely complementary (see comments below).

"Excellent and Outstanding".

[Dell, Executive Director](#)

"Very clear comments and SC thoughts".

[Philips Healthcare, Supply Chain Director](#)

"Overall, the workshop is well organized with good logistics and well prepared materials. The facilitator is very knowledgeable and experienced. The concept/theory the facilitator has delivered is very clear and understandable. "

[Dumex Baby, Supply Chain Manager](#)

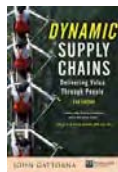
"Quite management level thinking and may change business model by re-defining supply chains."

[Mars, Logistics Director](#)

### Dr. John Gattorna's Books

2010

**Dynamic Supply Chains**



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



### A letter from Dr John Gattorna to intending delegates to the 2-day MasterClass

Dear Supply Chainer,

In March 2012, we will be offering this special 2-day workshop/MasterClass for only the second time. This follows the outstanding success of the inaugural MasterClass which was conducted in conjunction with the Manufacturing Supply Chain Officers Conference in Shanghai in March 2011.

I guarantee that you will be astounded at how, in two short days together, we are able to join all the dots and identify exactly where your business needs additional focus. The days of guesswork are over!

Not only will we demystify the whole supply chain transformation process inside the enterprise, but we will also spend time reviewing the various outsourcing models available, and assessing each in terms of the value they can add to our respective businesses. Nothing will be left to chance in this workshop. We are in the business of reducing the complexity that you face in your day-to-day work.

I look forward to meeting you and your corporate team in Shanghai on 20 March, 2012.

Best regards,

**Dr. John Gattorna**  
Supply Chain "Thought Leader"

## 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 2-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 '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 2012 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 'inside-out'! It has to be 180 degree different, ie., from the current 'outside-in' 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 'alignment' 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.

# DETAILED PROGRAM

## Day 1: Tuesday 20 March, 2012

- 08:00 – 08:30 Registration and morning coffee
- 08:30 – 10:15 Introductions and Introductory comments
- Time to re-invent the enterprise
  - Outline, origins, and key elements of the 'Dynamic Alignment' business model
  - Behavioral forces at work in enterprise supply chains
  - Building more responsive supply chains means building more responsive organization structures overall
- 10:15 – 10:45 Morning break for refreshments and to socialise ideas
- 10:45 – 12:30 All pathways lead to customers
- How to segment customers and consumers
  - **Diagnostic 1: Segmenting your own customer base**
  - Emergence of the 4 generic types of SC configuration
  - The vital influence of internal organization design on performance realization
- 12:30 – 13:30 Lunch
- 13:30 – 15:00 Continuous Replenishment supply chain configuration
- Value proposition and operational strategies
  - Shaping a 'Group' subculture to underpin the CR supply chain
  - **Diagnostic 2: Comparing 'Ideal' and 'Actual' strategies**
- 15:00 – 15:30 Afternoon break for refreshments and to socialise ideas
- 15:30 – 17:00 Lean supply chain configuration
- Lean in manufacturing vs. Lean in the wider supply chain
  - Focusing on lowest cost-to-serve
  - Value proposition and operational strategies
  - Shaping a 'Hierarchical' subculture to underpin the Lean SC
  - **Diagnostic 3: Comparing 'Ideal' and 'Actual' strategies**
- 17:00 – 17:30 Review of Day 1: *Lessons learned*

## Day 2: Wednesday 21 March, 2012

- 08:30 – 10:00 Agile supply chain configuration
- Situations where 'quick' response is critical
  - Agility and the OODA loop
  - Why innovation is so important in the Agile configuration
  - Value proposition and operational strategies
  - Shaping a 'Rational' subculture to underpin the Agile SC configuration
  - **Diagnostic 4: Comparing 'Ideal' and 'Actual' strategies**
- 10:00 – 10:30 Morning break for refreshments and to socialise ideas
- 10:30 – 12:00 Fully Flexible supply chain configuration
- 'Business Event' and 'Humanitarian' supply chain variants
  - Value proposition and operational strategies
  - Shaping an 'Entrepreneurial' subculture to underpin the FF SC configuration
  - **Diagnostic 5: Comparing 'ideal' and 'Actual' strategies**
  - **Diagnostic 6: Mapping the culture of your organization**
- 12:00 – 13:00 The critical importance of 'Leadership' style in all SC types
- The correlation between leadership style and success
  - Change must be led, not managed
  - **Diagnostic 7: Mapping your individual leadership style**
- 13:00 – 14:00 Lunch
- 14:00 – 15:30 Outsourcing models
- The In-house-4PL-LLP-3PL continuum
  - New and innovative ways to outsource
  - The critical issues facing enterprise supply chains in the next decade
- 15:30 – 16:00 Afternoon break for refreshments to socialise ideas
- 16:00 – 17:00 Completing the picture
- Review all your diagnostics
  - Identify mis-alignments
  - Comments to action
- 17:00 – Closing comments and depart

# TESTIMONIALS

"Leading edge thinking in designing end-to-end supply chains".

Deon van As, VP Brewery Operations, Miller Coors, USA

"John Gattorna's thought leadership is both pragmatic and profound. His leading-edge work is helping companies transform traditionally 'siloes' supply chain functions into dynamically balanced value networks".

Roddy Martin, SVP, Competitive Capabilities International, Inc, USA

"Gattorna manages to tackle the sticky, but essential 'soft' issues around culture while still providing a highly structured and usable approach to developing supply chain strategy based on extensive real-world examples".

Kevin O' Marah, Group VP, Supply Chain Research, Gartner, USA

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

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

"John Gattorna does an exceptional job providing not only the thinking, but also the tools to turn supply chains (which are inherently internally focused) into market-focused living supply chains delivering value to the customer".

Dr Chris Roberts, CEO/President, Cochlear Limited, Australia

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

- ▶ Polo Ralph Lauren (US)
- ▶ ABB (Aus)
- ▶ Geodis Wilson (Fr)
- ▶ YCH (SG)
- ▶ Unilever (AP)
- ▶ Teys Australia (Aus)
- ▶ NAM-Shell (Holl)
- ▶ Axia(Br)
- ▶ Agility (Sw)
- ▶ Oracle (Aust)
- ▶ Schneider Electric (FR)

For more information on his activities and especially his speaking schedule worldwide, visit [www.johngattorna.com](http://www.johngattorna.com)

In June 2012, Dr John Gattorna, in conjunction with the S P Jain Center of Management, Singapore, will be lead a 3-day 'by-invitation-only' Global SC 'Thought leadership' Summit. If you are interested in receiving an invitation please email Dr John Gattorna at: [john@johngattorna.com](mailto:john@johngattorna.com)



## Manufacturing Supply Chain Officer Summit 2012

March 22-23, 2012  
Shanghai, China

### Welcome Note from the Conference Chairman in 2012



Since we met last year in Shanghai, the world has been rocked by even more extreme disruptions- the earthquake and tsunami in Japan, the Arab Spring in the Middle East, and even more recently, wild gyrations in global financial markets. We surely live in a connected world, and there are few if any places to hide.

If we can't hide, we must go on the offensive, and prepare ourselves by completely over-hauling the way we design and operate our enterprise supply chains, which are the lifeblood of global commerce. We must bring more 'design thinking' and creativity to the way we configure our supply chains, and make them better able to survive the extreme volatility that is now the 'new normal'.

The MSCO'12 Summit in Shanghai has an Agenda designed specifically for those professionals who want to take up these challenges. It will address volatility and corresponding risk management; it will suggest further ways of achieving the much sort after integration and end-to-end alignment; and it will push hard on the role of people in driving our global supply chains.

In all, an exciting Agenda, with outstanding speakers, and the best-of-the-best companies in attendance.

I hope you will join me for this pivotal event as we prepare ourselves for the unknown future.

**Dr. John Gattorna**  
**Supply Chain 'thought leader' and Author**

### MSCO'12 by the Numbers

**350+** Senior-level executives and decision makers to attend

**150+** World-class manufacturing organizations

**40+** Leading supply chain practitioners speaking and sharing their knowledge

**16+** Hours of networking time

**1 must attend event – MSCO**

Conference Website:  
[www.sco-summit.com](http://www.sco-summit.com)



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