

Agenda -- Day One

Responding to the Economic Meltdown: Turning Your Supply Chain into an Engine of Competitive Advantage

Part One: **COMPETITIVE ADVANTAGE:**

How the Supply Chain can keep your business thriving during difficult times.

- Will the conventional rules of business be counter-productive?
- Are you really getting the lowest cost from your supplier?
Do you really want the lowest cost? (the answer might surprise you)
- How to differentiate yourself in your key markets by creating competitive advantage for your customers using your suppliers.
- One key question Senior Management must be united upon.
- What Chrysler learned about suppliers 15 years ago, and then all Detroit forgot (and it's costing everyone).

Part Two: **INNOVATION:**

Why Innovation the most critical issue in a downturn

- What kind of innovations should be expected from suppliers?
- How to reward suppliers who innovate.
- Advanced ways of handling intellectual property to accelerate innovation flow
- Is all innovation valuable? What P&G learned the hard way before time ran out.
- Why most innovation is invisible to your competitors (and to Wall Street).
- What you need to measure to turn the tide to your advantage.

Part Three: **TRUST:**

Why most companies miss this very competitive Leverage Point.

- How important is "trust" in a supplier-customer relationship?
(the answer has surprised almost everyone)
- How distrust creeps into supply chains, and what to do about it.
- How trust becomes a massive competitive advantage.
- How to respond to breaches of trust.
- How you can convince your suppliers and your own company to build trust.
- The secrets of the "Architecture of Trust" – how to design and put a system of trust in critical places in the Supply Chain.
- How to renegotiate contracts in times of stress and get another 10-15% benefit.
(without blowing your supplier to bits – but you can't use conventional means)

Part Four: **ALLIANCES & VALUE NETWORKS:**

How to get the jump on your competition!

The future evolution of Supply Chains into Value Networks

- Why most partnering arrangements with suppliers failed;
What the successful ones achieved and how they did it.
- What we can learn from General Motors only profitable division (it used alliances).
- How to select the right suppliers for Innovation Alliances.
- When to create a Value Network (and smoke the competition).
- How to eliminate the two key obstacles to collaboration.
- Critical Shifts in Thinking to achieve success