



Driving Strategic
Innovation

Achieving
World Class
Performance
in the Value Chain



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Why this Workshop?

As your business grows in size and complexity, you we are faced with ever-increasing competition.

To meet these pressures, we must find new streams of innovation in products, services, and customer solutions. Collaboration in your supply/value chain are a unique opportunity for you to create these innovation streams.

What Value Can I Expect?

This will be a real work session applying principles and practices that produce World Class collaboration, innovation, and trust in the value chain. As a result of this session, you can expect at least a doubling of your innovation streams from strategic relationships.

Who Should Attend?

Supply & Alliance professionals, business development managers, and innovation teams who are involved in turning opportunity into action.

Who Will I be Working with & Learning from?

Robert Porter Lynch has been in the vanguard in the field of alliances, collaborative innovation, and trust building, as both a thought leader and expert professional with an extensive track-record.

His methods have produced a hundreds of the highest performing supply chain alliances. The author of several books, his work has been recognized across the globe.

Why a Supply Chain Development Workshop?

Your company and your customers spend a lot of its money on suppliers. As businesses grow in size and complexity, it becomes essential to use suppliers not just to save money, but to build unassailable competitive advantage. This requires both a new level of thinking and new practices to produce innovation and drive productivity improvements in the supply chain.

This workshop will show how leading companies have produced dramatic improvements in their business using the best practices that will be revealed to you in this session. This is a practical “roll up your sleeves” program designed to focus on your company’s core business opportunities. Bring your internal team, and even your most valued customers and suppliers – you will have the opportunity to redesign the value you create for each other.



What can I expect?

Participants will take on strategies & techniques that they can begin applying immediately into their companies. Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.



Who Will I Learn From?

Robert Porter Lynch is Co-Founder of the Leadership Institute and has consulted widely for major organizations including Astra Zeneca, Cisco, Dow Chemical, Eli Lilly, Exxon-Mobil, General Electric, Hewlett Packard, IBM, Procter & Gamble, Pfizer, Sanofi Aventis, USAA, Warner Lambert, and Xerox, among many others.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals, and has been recognized for his ground-breaking work in creating “alliance and collaborative innovation architecture.” He has trained thousands of business leaders around the world in the best practices of alliance formation and management. He teaches at the Universities of Alberta, British Columbia, and San Diego. Robert is also the author of several books and numerous articles including the “Fostering Champions” chapter in Peter Drucker’s, *Leader of the Future*. His current book, *Trusted to Lead* will hit the bookstores at the end of this year.

To find out more about Robert’s expertise, please visit www.WarrenCo.com

Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

Superb! Excellent Content
Great info on a fresh new topic
Made me think, A great learning experience
Great Work! Well Organized
Completely Shifted my thinking
One of the best seminars ever attended

Who should attend?

The program is built for manufacturing upper and middle management who are seeking to increase productivity and innovation with their organization by implementing a supply chain development strategy that enables you to focus on your core business, rather than trying to do everything in-house.

This session will prove to be highly useful for more than just your procurement and supply chain management – senior managers and marketing will also find it eye-opening

Turning Your Supply Chain into an Engine of Competitive Innovation

AGENDA

Make Your Supply Chain come “**ALIVE**”

- ✓ Gaining a Dramatic Increase in Profitability & Revenues
- ✓ The Five Critical Issues for Innovation
- ✓ How the **ALIVE** approach will impact Competitive Advantage



ALIGNING the Value Chain

- ✓ How to Use Value Evolution/Migration to:
 - Stay one step ahead of the Competition
 - Generate Value – Greater Profits & New Customers
- ✓ Making your company your Customer’s “Supplier of Choice”
- ✓ Building Alliances with Strategic Customers & Suppliers

LEANING the Value Chain

- ✓ Identifying Non-Value Added (NVA) Work
 - How to Find NVA
 - Techniques to Reduce NVA
 - How to form the NVA Target Team
 - Setting NVA Targets
- ✓ Target Costing



INNOVATION as a Engine of Competitive Advantage

- ✓ Unleashing the Seven Types of Innovation
 - How to Target Innovation Priorities
 - What Innovation will be Productive, Powerful, and Profitable?
- ✓ Using Collaborative Innovation “Architecture”
 - How to Ensure Innovation becomes part of your Corporate Culture
 - What’s needed to Sustain Innovation

VELOCITY Increases to Productivity and Innovation

- ✓ Speeding the Flow
 - How to Isolate Slow Processes that Clog Up Business & the Value Chain
- ✓ Key Factors for Gaining Dramatic Speed Shifts
 - Best Practices on Accelerating Speed and Throughput

ENERGIZING the Organization to Produce Breakthrough Results

- ✓ Championing Breakthrough Teams
 - Setting up High Performance Teams
 - Gaining Support from Suppliers and Customers
- ✓ Building Trust
 - How Trust Impacts Innovation
 - The Architecture of Trust
- ✓ Ensuring the Results have the Expected Impact
 - Critical Missing Factors to Ensure Success

Available in
Three Formats

- 1 Day
- 1 ½ Day
- 2 Day



You Will Learn:

- Why the Supply Chain is one of the most important factors in creating Competitive Advantage
- How to think strategically about your supply chain
- Why collaboration and trust are the most important factors in getting innovation to flow through the supply chain
- What actions and policies actually block innovation in the supply chain
- How to use *Differentials in Thinking* to drive innovation
- How to create a powerful *Strategic Imperative* that will gain senior executive support for Collaborative Innovation to ensure success
- How to champion an *Innovation Supply Alliance* and why this isn't a job for the timid
- How to avoid the *Typical Pitfalls* that cause programs to fail
- Basic Language, Best Practices, and Tools for *Targeting the Right Suppliers and Innovation*
- New thinking and approaches to *Jointly Developed Intellectual Property*
- *Critical Metrics* to spur rapid advancements
- How to form *Initial Pilot Projects* to gain traction & momentum

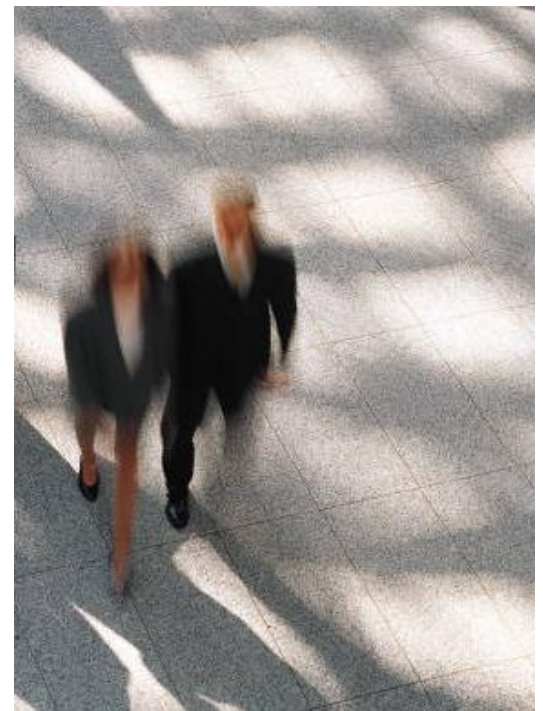


*"I recently attended your Supply Chain Innovation course. In listening to comments from our group, I know we all would have enjoyed a full week of absorbing information from your vault of knowledge and experience. I've seen my share of presenters over the years who succeeded in delivering content, making a difference, and providing a learned point of view of the subject matter. I've never felt more compelled however, by one person's passion for the content's scope, and their "call-to-arms" approach to the peripherals that support the content: **how we carry ourselves as humans in general.**"*

– John Countey, Business Manager, Daymon Worldwide

Key "Take-Away" Topics will include:

- An Action Plan to move forward
- How to build a World Class Value Proposition
- How to distinguish between a "Vendor" and "Strategic Supplier"
- How to convince senior executives about the value of supply chain management
- How to leverage the Seven Types of Innovation to your advantage
- How to use the Four Drivers of Human Behavior to determine who you can trust and who you can't
- How to identify where the Value Chain is strong, and where it has weak links
- Critical factors in leading and championing an Innovation Initiative
- How to avoid the typical pitfalls that cause supply chain innovation programs to fail
- How to launch initial pilot projects to gain momentum



Turning Your Supply Chain into an Engine of Competitive Innovation

What others have said about this workshop:

(comments from previous sessions)

“This gives me a new way for forward.
I now know the roadmap to be a
proactive Champion of Innovation.”
– Patrick Hehir, Vice President,
Strategic Innovation, Flextronics



“Really opened my eyes to a brighter world. I came away really understanding how I can impact a greater sphere beyond those I have been collaborating with both internally and externally. Frankly, I was truly inspired... It was dead on.”
– Dr. Malcolm De Leo, Director of Alliances & Technology Development, Clorox

“The Workshop gave me a whole new insight and empowered me to stop critiquing what's wrong and lead my organization to a bold new future”
– James Reeds, President, Silicon Valley Institute for Supply Management

“I was captivated the entire day.”
– Dr. Howard Lieberman, Co-Founder, Silicon Valley Innovation Institute

“This gives a whole new strategic imperative to our profession. Well Done!”
– Dr. David Burt, Chairman, University of San Diego Supply Chain Management Institute.

“Useful and Thought Provoking. I’ve been waiting for something like this for years.”
– Richard Marrs, Vice President, Business Development, CoEmergence

“Robert Porter Lynch’s work is brilliant, insightful, and extremely thought provoking. You will be extremely delighted to spend a day with this man.”
– Simon Croom, Executive Director, Supply Chain Management, University of San Diego.



“One of the best I’ve ever attended.
A good model to follow in the future.”
– Dr. Edward Zabrycki – Professor, Supply Chain Management,
St. Mary's College

“An eye opener to some of the practices and mindsets associated with innovative thinking. I truly enjoyed our accelerated session, thank you.”
– Ken Karp, V.P. Connectivity Management, Wells Fargo