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2012-06-13

Design Thinking in Enterprise Supply Chains

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Recommended Citation
Sweeney, E.: Design thinking in Enterprise Supply Chains. Presentation. Global Supply Chain Business Summit, Singapore, June 2012.

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2012 Global Supply Chain Business Summit

SUPPLY CHAIN
'thought leadership'
Innovation • Design Thinking • Alignment

nitl
Supply Chain Management
Centre of Excellence

Design Thinking in Enterprise Supply Chains

Edward Sweeney

Singapore, June 13th 2012

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nitl Supply Chain Management Centre of Excellence

INDO-ASIA RISING
POWERING GLOBAL SUPPLY CHAINS

Agenda

1. Falling Into Supply Chain Design!
2. SCM: Drivers and Economic Volatility
3. Design Thinking in SCM
4. Some Concluding Remarks

FINAL AGENDA

2012 Global Supply Chain Business Summit

SUPPLY CHAIN

'thought leadership'

Innovation • Design Thinking • Alignment

Day 0 – Tuesday 12 June 2012

Day Dress: Business casual
Evening Dress: Jacket/Tie

13:00 – 14:00	**Press Conference** Dress: Business casual	The Board Room, Lower Lobby Level, The Fullerton Hotel
14:00 – 17:00	Special 3PL Alliance Forum	The Board Room, Lower Lobby Level, The Fullerton Hotel
19:00 – 22:00	Private dinner for sponsors Dress: Jacket / Tie	The Straits Room, Level 4, The Fullerton Hotel

Day 1 – Wednesday 13 June 2012

Summit venue Ballroom 2,
Lower Lobby Level, Fullerton Hotel

07:30 – 08:30	Registration	Dress: Business casual
08:30 – 08:35	Call to order	Ralph Evans (MC)
08:35 – 09:00	**Welcome and Opening Address**	Teo Ser Luck, Minister of State for Trade and Industry, Singapore – Guest of Honour
09:00 – 09:15	**2012 Summit Theme**	Dr John Gattorna, Summit Director
09:15 – 10:45	**PANEL 1: DESIGN THINKING IN ENTERPRISE SUPPLY CHAINS.** Design thinking applied in the context of supply chains brings a new and creative edge to designing supply chains, and sees them as innovative and human-centred social networks - a far cry from the conventional mechanistic approach adopted by many contemporary enterprises. And that is the problem we seek to overcome.	
10:45 – 11:15	Morning break and share ideas	
11:15 – 12:45	**PANEL 2: TRANSFORMATION.** Many have tried but few have succeeded. Transforming enterprise supply chains means transforming the entire enterprise. This clearly has major implications for the leadership of the enterprise, and its ability to shape the necessary subcultures to ensure successful execution of intended strategy.	
12:45 – 14:00	Lunch and relax	

14:00 – 15:30	**PANEL 3: THE 'NEW NORMAL' OPERATING ENVIRONMENT.** Volatility and extreme disruption characterize the 'new normal' operating environment for most 21st century enterprises. But how do we manage the associated risk in the face of these new market realities? The way you answer this question will largely determine the difference between commercial success or failure.	
15:30 – 16:00	Afternoon break and share ideas	
16:00 – 17:30	**PANEL 4: INNOVATION IN ALL ITS FORMS.** There is a 'leap-frogging' effect evident in the way Indo-Asian enterprise supply chains are developing. The combination of low-cost capabilities and innovative thinking is a 'category killer' which is alive and well in China today, and likely to move to other Asian countries and India in the years ahead.	
17:30 – 18:00	Free time for social networking	
18:00 – 18:30	Transfer by bus to Shangri-La Hotel	
18:30 – 19:30	Pre-dinner drinks	*Island Foyer, Shangri-La Hotel*
19:30 – 23:00	**Logistics Executive Recruitment Dinner** with special after-dinner guest speaker	*Katong Ballroom, Shangri-La Hotel* Michael Belfiore, Journalist focusing on innovation and author *Department of Mad Scientists*

Day 2 – Thursday 14 June 2012

07:30 – 09:00	**Schneider Electric Breakfast** **PANEL 5: INFLUENTIAL WOMEN DRIVING GLOBAL SUPPLY CHAINS.** Women are increasingly playing pivotal leadership roles in private, and public enterprises and the armed forces, at a global level. This panel is comprised of women who have all achieved great success in their careers in the supply chain field, and in the process, demonstrated exceptional leadership. The objective of this session is to share their experiences and challenges along their respective journeys to where they are today, and take a look at what lies ahead.	
09:00 – 09:15	Vacate room while staff clear tables after breakfast	
09:15 – 10:45	**PANEL 6: ALIGNMENT.** Learnings from enterprises that have applied 'dynamic alignment' thinking to their respective businesses, across an array of institutional types, industries, and geographies. What tangible difference has this new business model really made?	
10:45 – 11:00	Morning break and share ideas	
11:00 – 12:30	**PANEL 7: NEW BUSINESS MODELS AND ORGANIZATION DESIGNS FOR ENTERPRISE SUPPLY CHAINS.** What have the various business models and organizations tried to date, and how have they lifted operational and financial performance? Is the effort to transform worth the reward?	
12:30 – 13:00	Take 'Box' lunch and head for your chosen recreational venue	

13:00 – 19:00	Recreation or free time	
	13:00-18:00 **Golf Sentosa Golf Club, Tanjong Course**	**Transport:** Taxi from the Fullerton Hotel foyer **Dress:** A separate email will be sent to all players
	13:00-17:30 **Tour 1: Multi-Cultural Experience**	**Transport:** Bus from the Fullerton Hotel foyer **Dress:** Walking shoes, casual clothing **Note:** Please wear a long sleeved top and long skirts/ pants for the visit to the Mosque
	13:00-18:00 **Tour 2: Changi Museum and Kranji War Cemetery**	**Transport:** Bus from the Fullerton Hotel foyer **Dress:** Walking shoes, casual clothing
19:00 – 19:30	Pre-dinner drinks	Outside Ballroom 2, Lower Lobby Level, The Fullerton Hotel
19:30 – 23:00	**SSI-Schaefer Gala Dinner** with special after-dinner guest speaker and exclusively Australian wines from Prancing Horse Estate and Carlei Wines.	Ballroom 2, Lower Lobby Level, The Fullerton Hotel Paul Gilding, international 'thought leader' and advocate of sustainability, and author of *The Great Disruption; How the Climate Crisis Will Transform the Global Economy*

Day 3 – Friday 15 June 2012

07:30 – 09:00	**SP Jain Center of Management breakfast** **PANEL 8: LEADERS' FORUM – CEO PERSPECTIVES ON ENTERPRISE SUPPLY CHAINS.** A chance to hear what visionary leaders of some of our best known global companies think about the role of their corporate supply chains in driving commercial success.	
09:00 – 09:15	Vacate room while staff clear tables after breakfast	
09:15 – 10:45	**PANEL 9: DECISION SUPPORT IN SUPPLY CHAINS.** What are the latest ideas in Decision Support Systems (DSS) designed to underpin the new array of 'dynamic' supply chains? This panel will explore everything from ERP systems, through multiple applications, to 'cloud' computing, in an effort to discover what works, and when.	
10:45 – 11:15	Morning break and share ideas	
11:15 – 13:00	**PANEL 10: HEALTHCARE NETWORKS IN THE FUTURE.** What is the 'upside' of applying proven supply chain principles and practices to Area Healthcare networks, in developing and developed nations. What we want to see is lower cost-to-serve and improved service to consumers. Are these apparently conflicting objectives achievable, and if so, how?	
13:00 – 13:15	**Open Forum and Summary**	Bill Marrin SC50
13:15 – 13:30	**A Final Word and Close**	Dr John Gattorna
13:30 – 14:30	**B-B-Q, farewell and depart**	Post Bar & East Garden, L1, The Fullerton Hotel

Agenda

1. *Falling Into Supply Chain Design!*
2. SCM: Drivers and Economic Volatility
3. Design Thinking in SCM
4. Some Concluding Remarks

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Falling Into Supply Chain Design!

- Mechanical/Production Engineering Background
- Focus on Effective Application of Robust Engineering Design Principles
- Design of Complex Products (e.g. automotive and aerospace)
- SHIFT: Traditional Sequential (silo-based) to DfX to Simultaneous/Concurrent Engineering to DfTSCM)
- SCM and Logistics: lack of emphasis on design thinking

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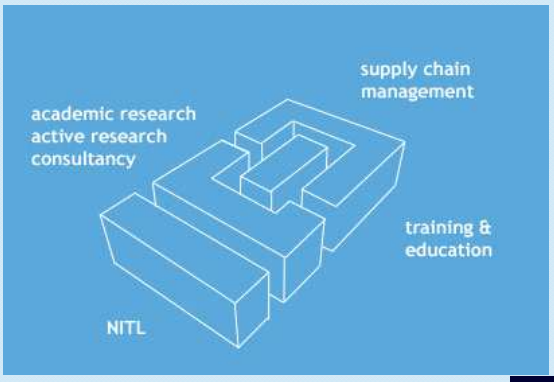
NITL Structure and Activities



Based in the College of Engineering and Built Environment at the DIT

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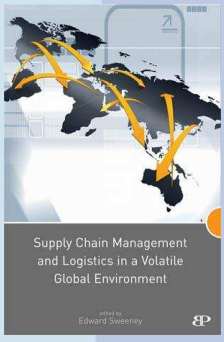
Agenda

1. **Falling Into Supply Chain Design!**
2. ***SCM: Drivers and Economic Volatility***
3. **Design Thinking in SCM**
4. **Some Concluding Remarks**

The Evolving Strategic Context:
Key Drivers

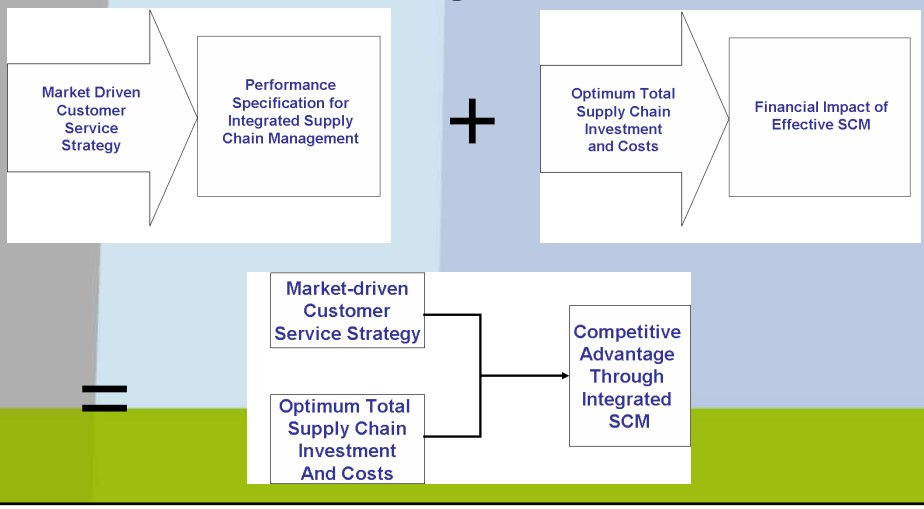
- Internationalisation (or globalisation) of supply chains
- Outsourcing and vertical disintegration
- Changing role of the SC in strategic differentiation

SCM and Economic Volatility



Supply Chain Management and Logistics in a Volatile Global Environment **Dublin: Blackhall, 2009**

World Class Supply Chain Management



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SC Design Thinking

The Bad News!

- Customers are becoming more discerning
- Markets are becoming more complex
- There are no magic solutions (the 42 lesson!)
- Beware of "best practice"

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SC Design Thinking

Causes of SC Fragility

- Complacency
- Failure to recognise weaknesses
- Conservatism
- Ineffective use of valuable resources
- Wrong performance measures
- Problem management

SC Design Thinking

The Good News!

- There is a logical and systematic way of tackling the problem!
- This requires the effective application of robust design engineering principles
  - Attention to detail is vital
  - Top-down and bottom-up
  - The people dimension and soft-wiring

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Some Concluding Remarks

- The need to be world-class
- This means radical change for many companies
- This must be driven from the top of the organisation with a commitment to formulating and implementing appropriate strategies
- SC design – aimed at pro-actively developing capability
- Attention to detail is vital

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Final Thought for the Day

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