

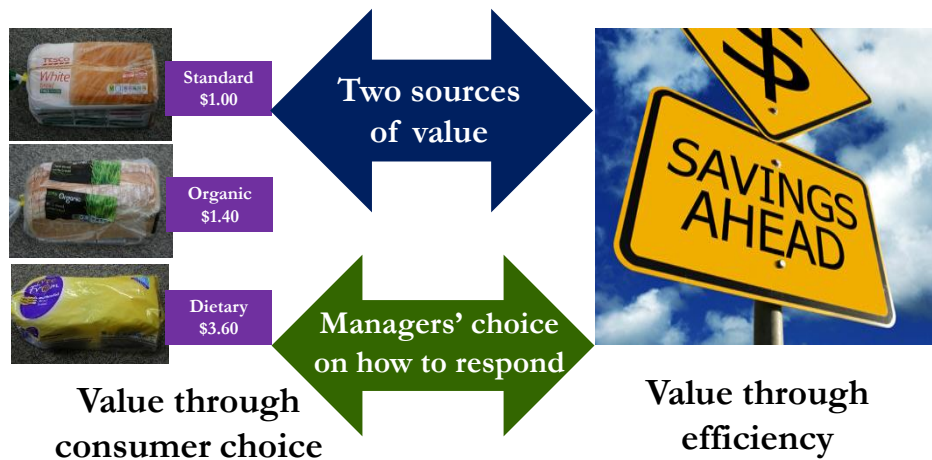
Lean Six Sigma Workshop

Value Chain Innovation Forum
April 3 & 4, 2012

Martin Gooch
Director
Value Chain Management Centre

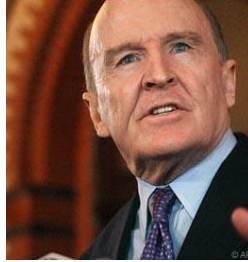
Value Chain Management

A business strategy to *create, realise* and *share* value as source of competitiveness



Collins, 2009

Learning and Application



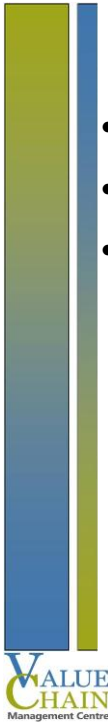
“We only have two sources of competitive advantage:

- 1. the ability to learn more about our shoppers faster than the competition, and**
- 2. the ability to turn that learning into action faster than the competition”**

Jack Welch, General Electric

Focus of Today = The ‘How’

- Enable you to act on principles of VCM
 - » Focus on what consumers and customers value
 - » Get the product right every time
 - » Ensure effective logistics and distribution
 - » Have effective information and communication
 - » Build and sustain effective relationships
- Through implementing improvements that are:
 - » Incremental
 - » Measureable
 - » Sustainable



VCM Is A Difficult Road to Follow

- Not because the approach is irrational
- Attitude and behaviour are challenging to change
- Particularly where individuals have historically adopted an adversarial approach to business



Overview: Morning

- Peter Hines
 - » Concepts behind lean as a business philosophy
 - » Lessons learned from other industries
- Virginia Zimm
 - » Identifying what consumers value and why
 - » Creating a compelling value proposition
- Dan LaPlain
 - » Defining: to identify and prioritize opportunities
 - » Measuring: to continually improve performance
- Panel discussion
 - » Practical examples of success, and what achieved
 - » Challenges and how addressed





Overview: Afternoon

- Peter Hines
 - » Establishing structure and processes
 - » Reducing waste, increasing profitability
 - » Ensuring people are committed to the process
- Gordon Stock
 - » Funding opportunities for value chain projects
 - » Application process, and 'need to knows'