



INSPIRING

Great British Manufacturing

Webinar:

Supply Chain: Business not as Usual

9th June 2020

Your presenters



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Head of MTC
Manufacturing Services



Steve Smith

Chief Engineer
Head of the MTC
Transformation Team



Cy Keogh

Senior Advisor – Business
Transformation

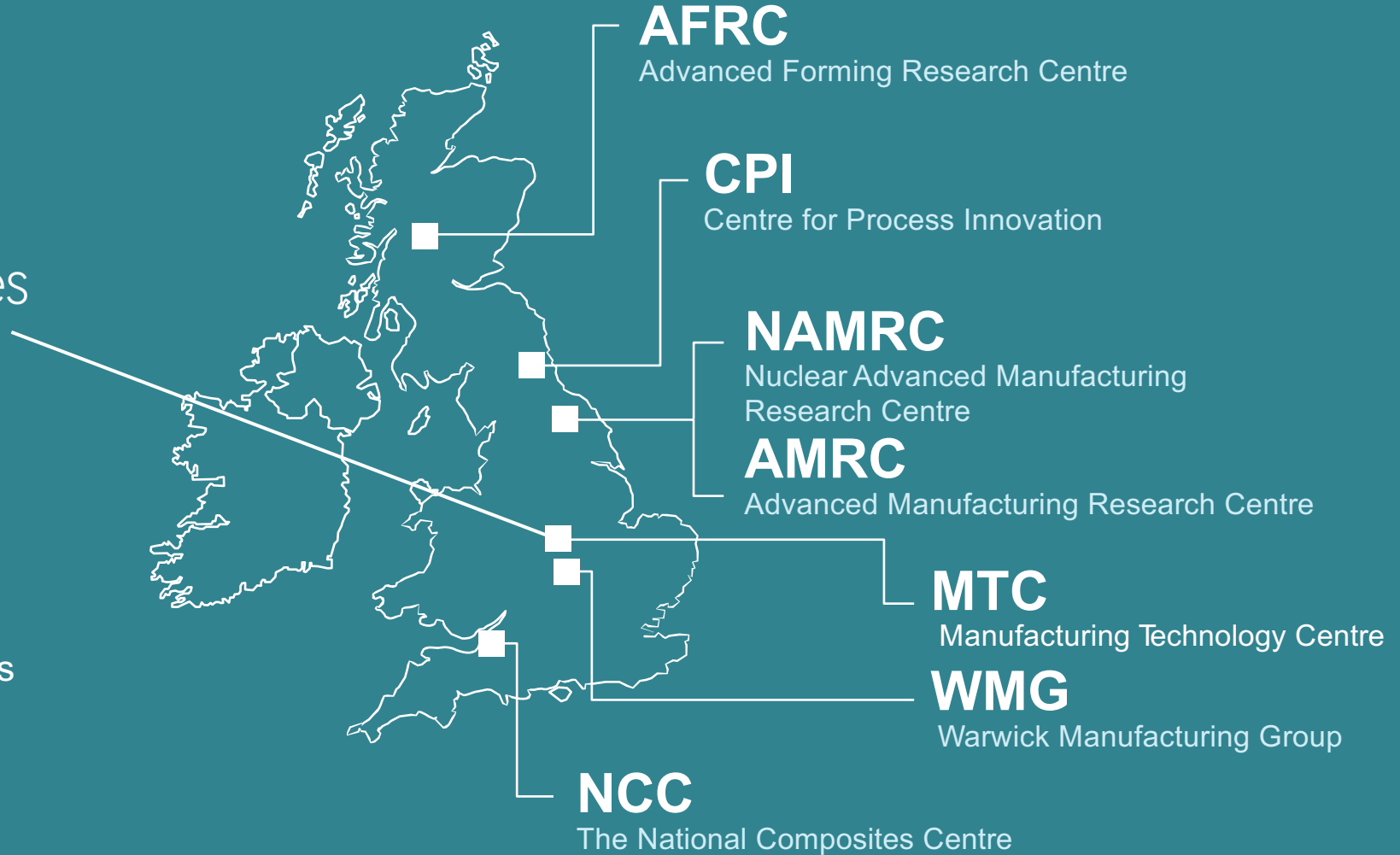
Supply Chain: Business not as Usual

- **Introduction to webinar** (Neill Smith)
 - Presenters
 - Aims and Objectives
- **Supply Chain Business not as usual** (Steve Smith)
 - What has changed in your supply chain
 - Advice & support
 - Q&A
- **The MTC Supply Chain Readiness Level Assessment** (Cy Keogh)
 - Robustness vs Resilience
 - SCRL assessment
 - Q&A

HIGH VALUE MANUFACTURING CATAPULT

mtc | Manufacturing Support Services

- 800 employees
- Assist with improving quality, cost and delivery performance
- We identify new technologies and de-risk investments
- We provide expert technical capabilities and advice using our extensive engineering team and cutting edge workshop





Supply Chains: Business not as Usual

Steve Smith
Chief Engineer – Business Transformation

Why we are here?

How can you reduce vulnerability of your business?

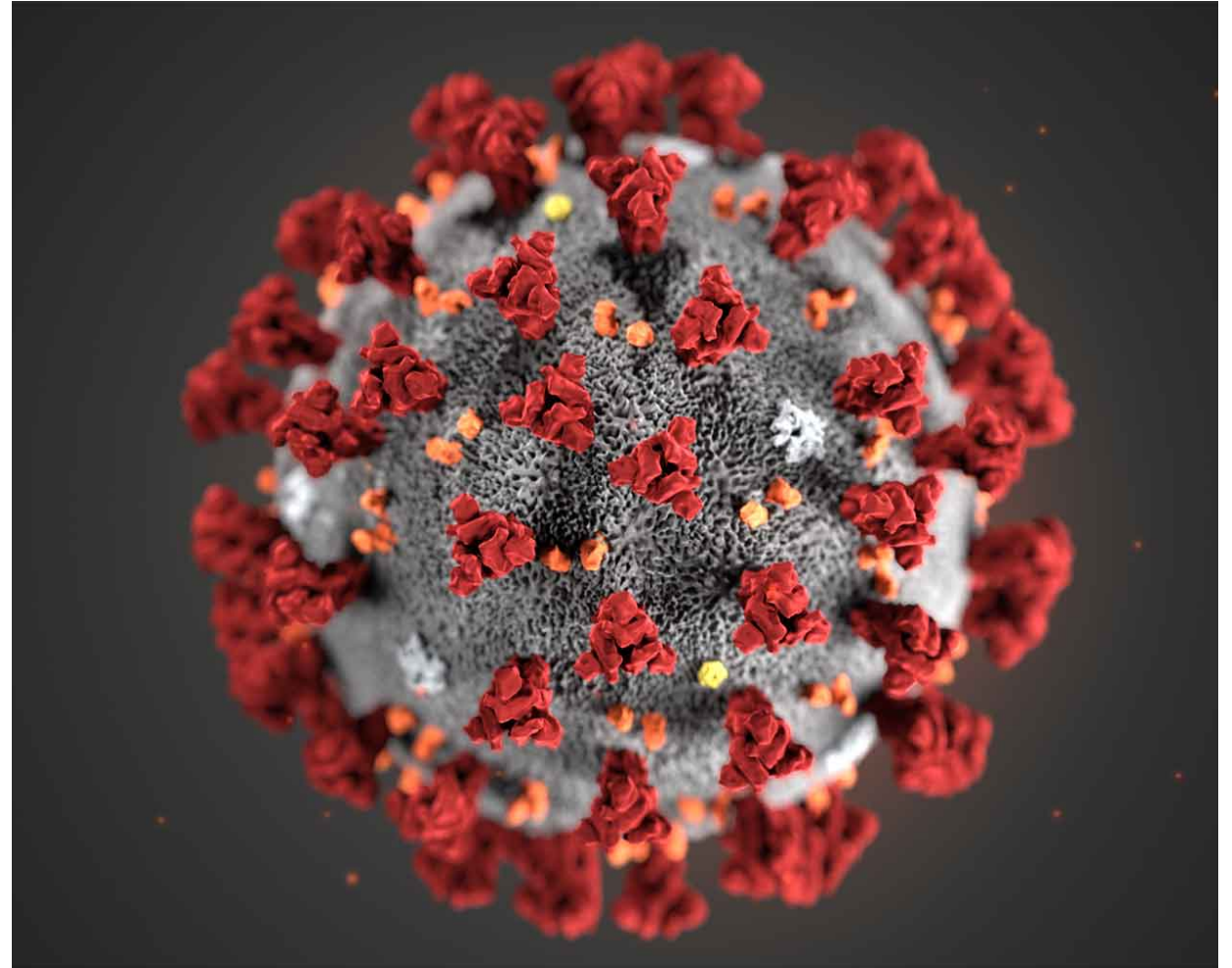
Either as a purchaser or as a supplier?

Practical methods to assess risks and develop strategies.



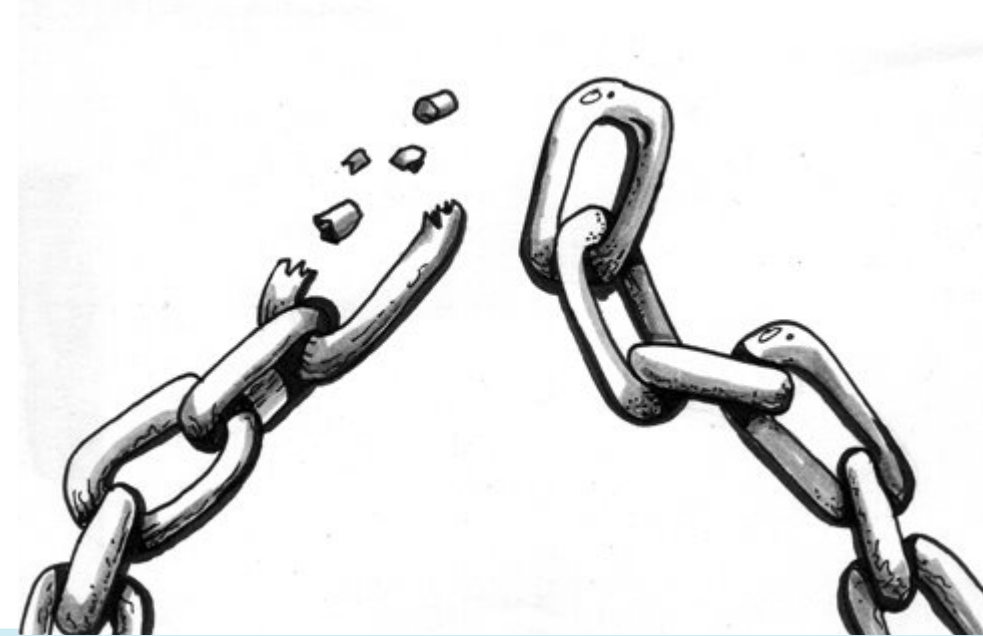
Is this just Covid-19?

2001 9/11 – air industry severely affected, bank call in short term finance, delays in new part introductions
2005 Hurricane Katrina - New Orleans 80% flooded
2007 REACH – new regulation of chemicals on human health and the environment
2007/8 Financial crisis - banks crash all industries affected and reduced consumer spending
2010 Eyjafjallajökull volcanic eruption – air travel suspended
2011 Tōhoku earthquake and tsunami - Japanese factories close, particularly automotive electronics
2015 Paris climate change agreement – legal agreements to reduce carbon
2016 Brexit - trade agreement and immigration
2019 Bush fires – South East Australia

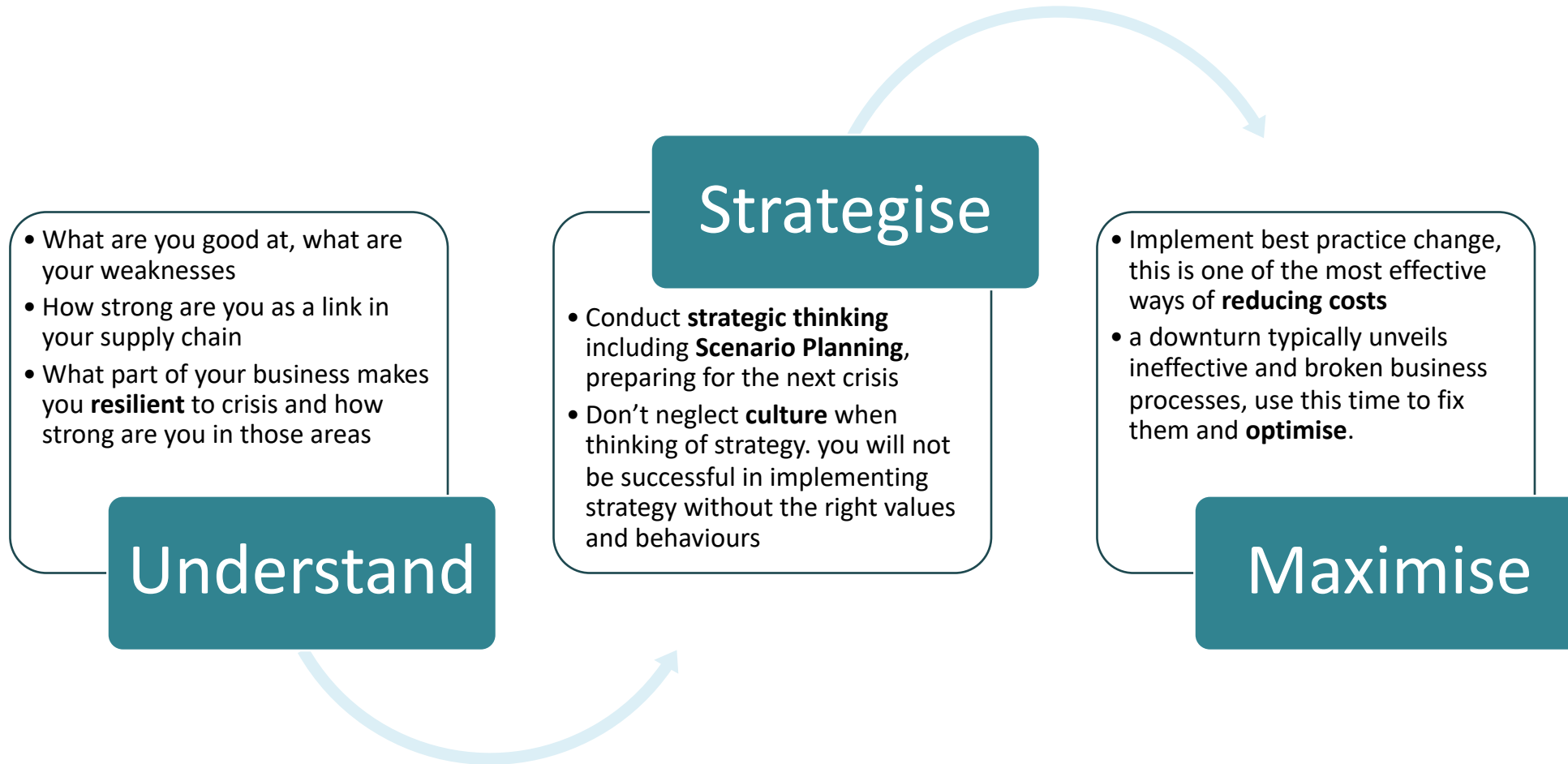


Why Change?

- Simply put those who do not adapt to the new environment may not survive.
- You are only as strong as your supply chain, if one link fails you will fail
- Things that made you successful as a supplier in the past may not be what is needed now.
- Increase in opportunities for those who can adapt quickly to support reshoring and on shoring



3 Key Steps to take



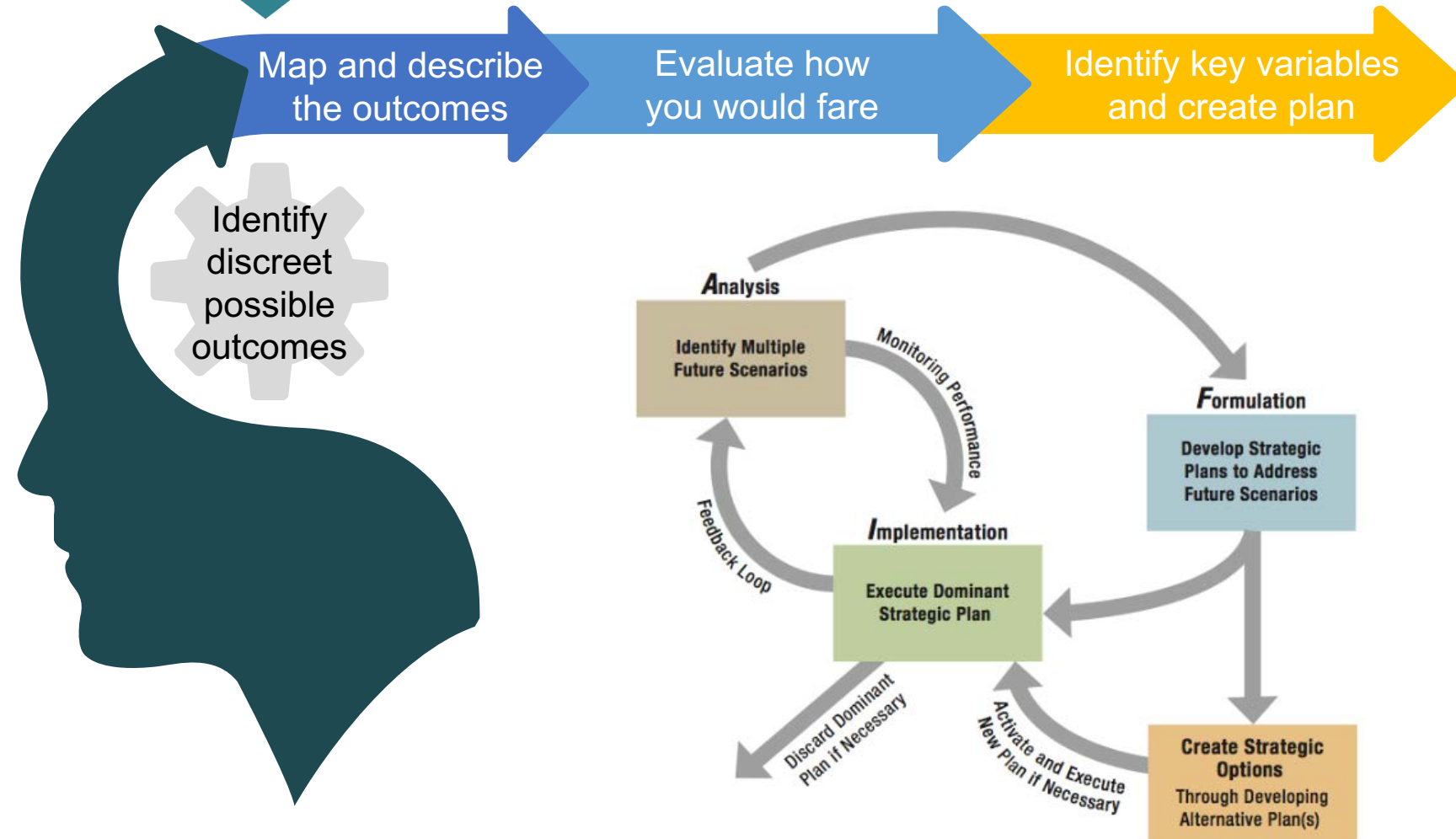
These steps are needed for individual companies and supply chains as a whole.

If you are a supplier don't wait for the OEM to tell you what to do.

If you are the OEM don't wait hoping everything will be alright with your supply chain

Future Crisis Preparation

Scenario Analysis

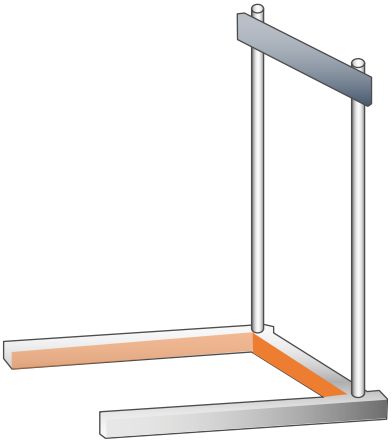


Scenario Analysis is a tool to help you to anticipate and thus prepare for multiple different futures

- Use plausible yet distinct possibilities
- Can be high cost in time but high reward
- The more scenarios covered the more likely you will predict the next crisis
- Needs a method of assessing which scenario is most likely
- Strategy plans don't necessary need to be implemented but the trigger that indicate a scenario is likely to happen need to be known and measured

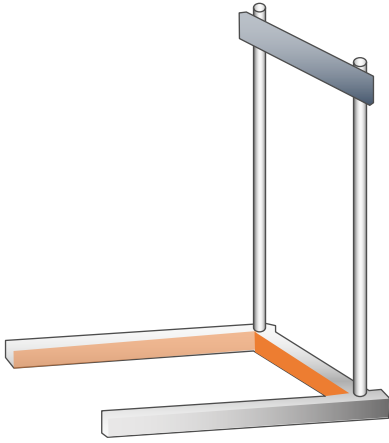
Strategy deployment

Organisational hurdles



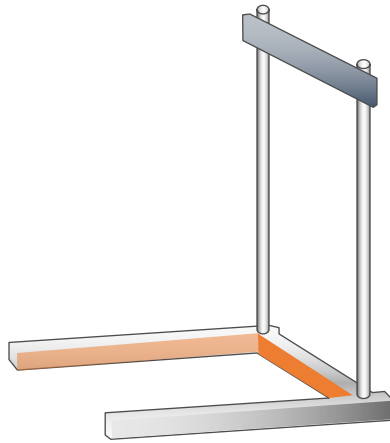
Cognitive Hurdle

- An organizational culture stuck on the status quo, why do we need to change, an unwillingness to “rock the boat”



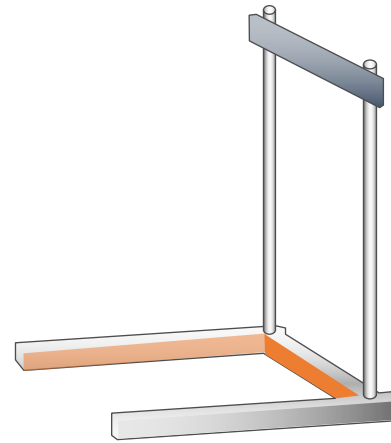
Resource Hurdle

- Limited or lack of resources (in staff, skills or finances)
- The greater the shift in strategy, the greater the resources needed to successfully deploy it



Motivational Hurdle

- Unmotivated staff
- Motivating staff to change the status quo often takes years and can cause short term reduction in performance



Political Hurdle

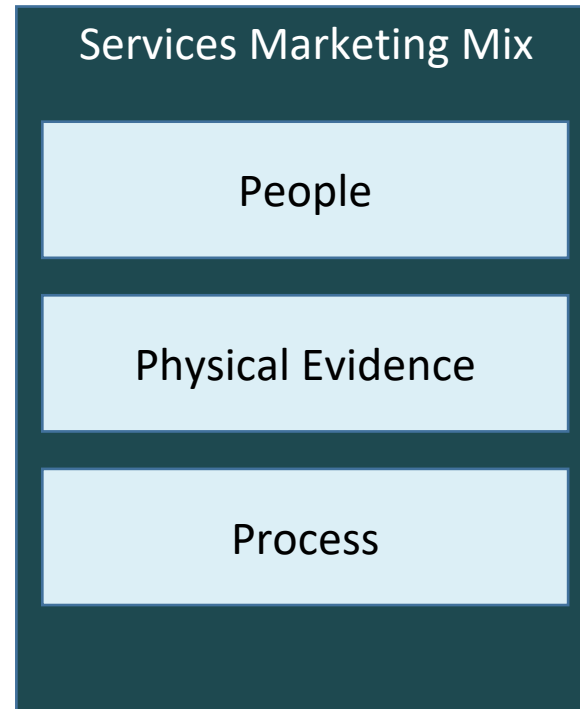
- Opposition from powerful stakeholder or external bodies with a vested interest
- Any significant shift to an organization will result in a shift in internal political power

4 main Organisational Hurdles were identified in Blue Ocean Strategy, that must be overcome for successful business execution.

- Useful to identify the potential blockers to a strategy that may hinder successful deployment
- Identifies the hurdles that need to be considered and have actions against to resolve when developing a new strategy to departs from the status quo.

Strategy Creation

How to see your product or service from a customers eyes



A very simple to use framework for evaluating a product or businesses offering

- 4P's for product marketing, 3 additional used for service marketing
- It is a technique to ensure you position your product or service so it will be selected over that of your rivals
- It is useful to help position your product and service in the market
- Can be used to create different strategies for different target markets



Q&A

Please submit your questions using the Q&A function at the bottom of your screens.