



Hot Topic Session Abstract
Annual Executive Business Forum
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Session title:

The Good, The Bad and The Meaningless: Why Some Corporate Strategies Succeed While Others Fail

Session leads:

Mary Rollman, Managing Director, Accenture
David Closs, Ph.D., John H. McConnell Chaired Professor of Business Administration,
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Presenters:

Steve Holic, Senior Director, Warehouse & Distribution Strategy, Philips
Rick Sather, VP Supply Chain and Operations, Jack Links
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Session description:

We constantly work to refine supply chain strategy, but often the plans that look best on paper fail in execution. In this hot topic, we'll help you discover how to successfully execute your strategy.

In this session you will gain the secrets of...

- **Ownership:** The most common reason a plan fails is lack of ownership. If people don't have a stake and responsibility in the plan, it'll be business as usual for all but a frustrated few.
- **Communication:** The plan doesn't get communicated to employees, and they don't understand how they contribute.
- **Implementation:** Implementation isn't discussed in the strategic planning process. The planning document is seen as an end in itself.
- **No accountability:** Accountability and high visibility help drive change. This means that each measure, objective, data source and initiative must have an owner.