



Presentation Overview
Annual Executive Business Forum
Monday, June 1st – Wednesday, June 3rd, 2020
Wigwam Resort, Litchfield, AZ

Session Title:

Integrating Business Unit Strategies

Presenters:

Chelsea C. White III, Schneider National Chair of Transportation and Logistics,
Georgia Institute of Technology
Ken Smith, Senior Director-GM, Walmart
Jane Franchino, SVP Global Operations, Pearson
Bob Stewart, Corporate VP of Global Supply Chain, McDonalds
Kandice McCleod, Director Global Strategic Sourcing, McDonalds

Session description:

A challenge firms face is finding and exploiting synergies between business units. This session will address the following questions:

- Why did you start this journey and where are you on the journey?
- How to identify synergies across business units
- What are the best incentive structures to incentivize unit business heads to identify and exploit synergies between business units
- How to identify leaders who can best identify and exploit synergies and lead the integration across business units
- When and why to decide not to pursue possible synergies
- Integrated contingency planning and coordinated management of unforeseen and uncontrollable disruptive events.

The panel will describe lessons learned, successes, and failures in their experience as business leaders for identifying and exploiting synergies across business units and more broadly to provide guidance for business leaders in their efforts to build a culture of collaboration and to become successful organizational change agents in their company.

Key takeaways will be:

- How to identify synergies across business units
- What are the best incentive structures to incentivize unit business heads to identify and exploit synergies between business units
- How to identify leaders who can best identify and exploit synergies across business units
- When and why to decide not to pursue possible synergies
- How to develop integrated contingency plans for unforeseen and uncontrollable disruptive events and how to manage them in real-time.

