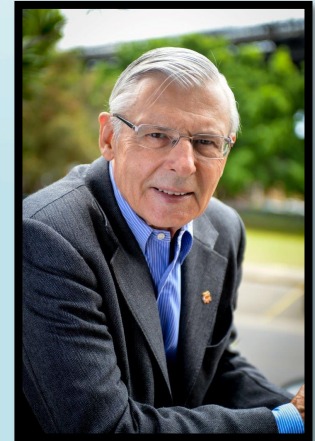


Q&A with Dr. John Gattorna

John Gattorna is one of the most respected supply chain 'thought leaders' in the world, and he recently published the book *Dynamic Supply Chains: How to design, build and manage people-centric value networks*. The book is based on his 40 years of experience working with supply chain strategy, and you can get a free copy of his book if you are among the first 50 registered attendees at DILF's Planning or Supply chain strategy conference. Meet John Gattorna, key note speaker at the conferences, the 10th of June in Copenhagen and get a sneak peek in this Q&A.



Q: In short terms, what is the focus of your new book 'Dynamic Supply Chains: How to design, build and manage people-centric value networks'?

A: This third book in the 'troika' goes to a new level of granularity based on my continuing empirical work in the field with clients. But the main focus is a shift in focus, away from linear supply chain thinking towards the concept of 'networks' and by extension, 'networks of networks', in the 3-D world we live in. I also reinforce the point that these 3-D supply chain networks are actually propelled by people and their behaviour, while technology, process, and infrastructure are just the enablers. Finally, I identified a new supply chain archetype, one that is specifically designed to service major projects. And to round off the book I set out to describe how we can use the knowledge accumulated in products supply chains, and apply this to the design and operation of service sector supply chains such as banking, insurance, tourism, education, and a myriad of other service industries.

Q: You have worked with supply chain strategy for 40 years. What is your greatest discovery?

A: The recognition that supply chains are really living (behavioral) ecosystems, populated by people at both ends [customers and suppliers] and in the middle [the enterprise]. The other discovery has involved a shift from the 'one-size-fits-all' mentality that has prevailed for the last 40 years, to the recognition that we need at least four or five discretely different supply chain configurations to adequately align with 80% of the market in any given product/service category.

Q: What can the participants expect from your presentation at DILF's Planning and Supply chain strategy conference the 10th of June 2015?

A: I will introduce attendees to the notion of 'dynamic alignment', which can be applied in all B2B and B2C situations, and underpins the design and operation of enterprise supply chains. I will explain the unique coding system that we developed and allows us to very precisely determine where mis-alignments exist between the enterprise and its' market, with particular emphasis on segmenting customers along

behavioral lines, and the internal capabilities, including subcultures, that have to be shaped and moulded inside the enterprise, to align with these customer segments. I will show delegates how to join all the dots, and mix the soft behavioral dimension with the hard technology and infrastructure dimensions.

Q: What topics are you most looking forward to discuss with participants on DILF's conferences?

A: I hope to find out where they are in their own journey of discovery, and if possible move them all closer to the ultimate objective of an improved service profile with their customers, at a lower-cost-to-serve. That's the 'holy grail'. In the telling, I want to convince them that the only way to survive and thrive in this new volatile world, is to work from the 'outside-in', rather than continue the old practice of 'inside-out'. This is a 180 degrees change in mindset, and if adopted will propel the organisation to a new and successful level of transformation.

Q: What do you think will be the next new trend in supply chain strategy?

A: The next big things in supply chain strategy are the adoption of 'design thinking' principles in designing enterprise supply chains, and tying everything together with digitization. This is going to involve much more emphasis on analytics and modelling capabilities inside the firm, and the ability to link this analysis with a deeper understanding of behaviour at both ends of the supply chains, i.e., buying behaviours at the sales end; and selling expectations at the supply end. It's becoming a multi-disciplinary world, and if you can't cope with that, it's best to get out and do something else!

If you miss out on the opportunity to meet John Gattorna at DILF's conferences on June 10th, you have a new chance during the 2015 Global Supply Chain Summit, which will be held in Athens late September.

Want to know more about Dr. John Gattorna?

Dr. John Gattorna is one of the most respected supply chain 'thought leaders' in the world. He has spent a lifetime working in and around supply chains, in many different capacities – line executive, researcher, consultant/adviser, teacher and author. He is passionate about the subject – some might say obsessive. The unique thing about John's perspective is that he presents a multi-disciplinary approach to the design and management of enterprise supply chains, and this requires an eclectic mind-set. John is also the author of several books along the way as his thinking has evolved, but his three most recent titles have been seminal: Living Supply Chains (2006); Dynamic Supply Chain Alignment (2009); Dynamic Supply Chains (2010). His latest book will officially be launched at the 6th annual "Thought Leadership" summit in Athens late September.