



# A World of Possibility

A playbook for supply chain professionals



# Supply chain is full of opportunity

## Especially when you approach things a little differently

The global supply chain is the supersystem that delivers goods and services to people around the world, and in 2050 it will support an astonishing 10 billion consumers.

In a world that is growing quickly and accelerating in so many ways, our supply chains need to become more efficient, resilient and sustainable, starting today.

This transformation of supply chain is vital to the future of our planet. So we really need to understand our supply chains a little better and operate them a little differently.

And as supply chain professionals, we play an extremely important role.

To embrace this responsibility, every one of us can take on new approaches, like exercising our ability to zoom in and zoom out of our supply chains and pan left and right across our supply chains. Doing this will give us a much deeper and broader understanding of the end-to-end supply chain.

When we zoom and pan, we connect ourselves to purpose, we understand more about our products, we break silos across functions, we get to know our partners better and we help to protect our planet.

On top of all of that, supply chain becomes incredibly exciting and full of opportunity for all of us!

# Purpose

## Start with purpose

Today's global supply chain serves billions of consumers around the world with the products and services they depend on, each supply chain serving a unique and very important purpose.

Invest time in better understanding **WHY** your supply chain exists. Research the end market(s) and take on the perspective of the consumer.

It may sound obvious, but most supply chain professionals don't connect their role with the bigger purpose – the need that created the supply chain.

When you understand the real purpose of the supply chain you help to operate, your passion and energy will increase, and this is powerful, especially during stressful and challenging times.



# Products

## Know your products a little better

It is the responsibility of the supply chain to deliver products and services that are safe, secure and compliant.

Be curious about **WHAT** is moving through your supply chain. Having a better understanding of what products are made of and **HOW** they are processed before getting to the consumer will give you a valuable end-to-end perspective and awareness.

Not only will it give you deeper understanding, but it will also better equip you to respond to changes or disruptions that might occur either upstream or downstream in the supply chain.



# People

## Work together to break silos

It takes 1 billion people to operate the global supply chain, from farmers to retailers and from buyers to planners. In fact, it's the most diverse ecosystem of humans on the planet!

Get a really good understanding of **WHO** does **WHAT** in your supply chain. It may be impossible to know everyone, but you can quite easily strengthen your relationships at least with people in adjacent functions.

This will allow you to work together to solve complex problems more efficiently, eliminate potential conflicts, and share in bigger successes.

Understanding the many functions of your supply chain will vastly broaden your perspective and give you a well rounded knowledge of supply chain.



# Partners

## Get to know your partners really well

50 million companies work together to operate the global supply chain, from manufacturers to retailers and from carriers to eCommerce companies.

Your partner ecosystem is arguably the most valuable asset in your supply chain, in fact, its priceless!

Learn more about **WHICH** companies are part of your supply chain ecosystem and what they do.

Once you start to understand the strengths (and weaknesses) of partners, you can harness the power of the ecosystem to accelerate to amazing outcomes that could otherwise not be achieved.



## Help protect our planet

The global supply chain is a sophisticated network that connects together every [good] country and city on our planet.

Get to know a little more about **WHERE** in the world your supply chain operates and which countries your products are moving between – from the country of origin to the point of consumption.

Becoming familiar with the footprint of your supply chain will help raise your awareness to security and compliance needs. But it will also help you think about ways the supply chain network could be more efficient which will help with the sustainability of the planet.





# A framework to help you zoom and pan your supply chain

This framework will guide you to consider Purpose, Products, People, Partners and the Planet across the functions of the supply chain.

For more information you can refer to:

<https://supplyweb.org/ebook>



