



SEAN CULEY

THRIVING IN A WORLD OF SUPPLY CHAIN DISRUPTION
MASTERCLASS SERIES

14 NOVEMBER, SYDNEY | 16 NOVEMBER, MELBOURNE | 18 NOVEMBER, AUCKLAND | 21 NOVEMBER, SINGAPORE

**DISRUPTION! CREATIVE DESTRUCTION AND THE RISE OF
SUPPLY CHAIN 3.0**

www.supplychaindisruption.com

Prepare your business for a new wave of disruptive technology!

SEAN CULEY - THE RISE OF SUPPLY CHAIN 3.0

SEAN CULEY
Founder and Principal consultant
Aligned Integration

A new era of creative destruction and exhilarating innovation is upon us. The world's leading businesses are taking advantage of the new disruptive technologies to innovate and gain competitive advantage.

The rise of Supply Chain 3.0 - the Personal, Automated and Local Supply Chain will impact every business. Those who transform their products, services and operational models will benefit hugely from these new trends, those who don't will be left behind.

This full day Masterclass workshop series is based on highly relevant forward looking research from one of the world's most trusted industry leaders; Sean Culey. Attendees will be introduced to the technologies that will have the greatest impact on their industries. They will learn how to assess how these technologies will impact the competitive landscape and how their own business can take advantage of these technologies and leverage them for future success.

During the course of the Masterclass world leading supply chain disruption expert Sean Culey will deliver two keynote presentations and guide attendees through extensive hands-on thought provoking exercises that will enable them to access the power of Supply Chain 3.0.



BENEFITS OF ATTENDING

- Learn which technologies will have the biggest impact on your industry: Robotics? Autonomous vehicles? 3D / 4D printing, AI / Cognitive computing? Digitalisation? VR? AR? IoT?
- Empower yourself, your colleagues and your business to take advantage of the next wave of disruptive technology.
- Understand the fundamental shifts that are occurring across industries, and in traditional business models and practices - and the implications for your organisation.
- Master a systematic approach to discovering and assessing disruptive trends and technologies to help your company not just survive, but thrive in this new competitive environment.
- Evaluate the competitive landscape to find the most significant opportunities for reducing costs and radically improving processes to achieve real business advantage.
- Gain deep insights into the business drivers, risks and rewards from preparing for disruption.

WHERE AND WHEN

- Monday 14 November - Sydney, Australia
- Wednesday 16 November - Melbourne, Australia
- Friday 18 November - Auckland, New Zealand
- Monday 21 November - Singapore

AGENDA

TIME	PART 1: NEW TECHNOLOGIES
9:00	<p>PRESENTATION: 'Creative Destruction Stage 1: The Rise of the Personal, Automated and Local Supply Chain'</p> <p>In this part, you will be guided through the history of technological innovation, understand how these innovations have driven successive waves of change, and see an award winning demonstration about how new technologies are driving the latest (and most impactful) wave of change in human history.</p>
10:30	COFFEE BREAK AND NETWORKING
PART 2: NEW CHALLENGES	
11:00	<p>Group exercise based on Part 1 presentation:</p> <ul style="list-style-type: none">▶ For each of the major technological advancements (Robotics, Autonomous vehicles, 3D / 4D printing, AI / Cognitive computing, Digitalisation, VR / AR and IoT / IoT) discuss, consider and explore whether they are likely to deliver:▶ Efficiency (process execution) innovation - helping companies make and sell mature, established products or services to the same customers at lower prices▶ Performance improving innovation - designed to replace old products with new and better models▶ Market creating innovations that 'transform complicated or costly products so radically that they'd create a new class of consumer or a new market'▶ If (1) what processes and whose job is affected?▶ If (2) what products and services are affected?▶ If (3) what industries or business models are likely to be affected? <p>Open question to room:</p> <ul style="list-style-type: none">▶ Which of these technologies are most likely to affect your business? (Each group will draw an Innovation Impact quadrant – demonstrating level of innovation on one axis, and impact of innovation on the other)▶ In what way are they likely to impact your business? In what areas?▶ Are they a risk to your business, an opportunity – or both?
12:30	LUNCH BREAK
PART 3: NEW REALITIES	
1:30	<p>Creative Destruction Stage II: Technological Convergence.</p> <ul style="list-style-type: none">▶ Understand the creative side of these technology innovations... and the destructive!▶ Vision 2020: Understanding the fast approaching future world<ul style="list-style-type: none">● Impacts on company business strategy (location, outsourcing, reshoring etc)● Impacts likely to be on emerging markets● Impacts on the workplace <p>Discussion: Is this evolution or revolution? What are the likely results of this transition in your company? In your industry or sector? In your country?</p>
2:30	COFFEE BREAK AND NETWORKING
PART 4: NEW THINKING	
3:00	<p>PRESENTATION: Managing the transition.</p> <p>Different realities need different thinking. Smart machines need smart people.</p> <ul style="list-style-type: none">▶ Explore why companies are currently not set up for the future: Understand how traditional hierarchies are getting in the way of progress▶ Understanding the "The Continuity and Change Paradox": What does this mean for your business?▶ New thinking required! How to design organisations and cultures for the future▶ Becoming Agile▶ Value Chain Segmentation - strategic focus on customer delight. Developing a Customer Hierarchy of Needs.▶ Understanding the competitive and external environment - PESTLE etc.▶ Developing a workplace to attract and retain the next generation of business champions – 'T' shaped intrapreneurs and smart creatives▶ Managing the transition - what do you need to do differently?

4:00 INDIVIDUAL EXERCISES

- 🔗 Is your business currently assessing the risks or opportunity that these technologies pose? If so, who is leading the charge?
- 🔗 Does your culture and organisational structure support innovation?
- 🔗 Where is the company that is likely to disrupt your business going to come from?

CLOSING PRESENTATION SLIDES, STATEMENTS & Q/A.

5:00 END.

▶ ADDITIONAL ACTIVITIES:

EXERCISE 1 🔗 IT'S 2020.

Write how you would like your company to be known at that time. What it stands for. What it feels like to work there. What people say about. Where it stands in the marketplace. How it operates. What technologies it uses.

EXERCISE 2 🔗 IT'S 2020.

Your company has just gone bust. What went wrong? What didn't you do? What did the customers do? Where did they go? Who took their business? What technologies disrupted your business model?

QUESTIONS:

Which is the most likely scenario based on your current organisation and it's mindset?

What do you need to do to ensure scenario one occurs, and not scenario two?

WHO IS SEAN CULEY

SEAN CULEY

Founder and Principal consultant
Aligned Integration



**Your business, your supply chains,
your people...**

*Just more strategically and
functionally aligned,
more passionate and engaged,
more Innovative and Inspired,
more profitable and Just...
better.*

A PASSION FOR HELPING COMPANIES SUCCEED...

Sean started working with IT and supply chains back in the late 80's, and has been working with ERP systems (predominately SAP) since 1994 in the area of S&OP, demand & supply planning and demand control and fulfillment. He has been involved in a large number of complicated, innovative but exciting projects, and has worked in Australia, America, Africa and Europe in many different industry sectors such as FMCG, Food and Beverage, Healthcare, Pharma, Defence and Heavy Manufacturing - helping to improve some very diverse Supply Chains!

10 years of working for an international FMCG on what was the world's largest business transformation project (at that time), left Sean frustrated by watching too much investment bring too little value, and too many consultancies concerned more about their bottom line than the client's. Sean set out to make a difference by establishing his own company in 2006 with like-minded, equally experienced colleagues, the purpose of which was to help companies realise more value from their existing capabilities, rather than sell yet more 'silver bullet' dreams.

Sean is passionate about companies obtaining real benefit and strategic value from their investments in people, processes and systems. Aligned Integration is Sean's brainchild - he knows that business transformation isn't a system, a process or a methodology - its the combination of aligning and integrating together all of the different elements of an organisation together behind a clearly defined strategic focus in order to create previously unachievable levels of financial and operational performance.

Sean is a member of the European Leadership team of the Supply Chain Council and one of their few global SCOR trainers. He is also an accomplished speaker, Conference Chair and presents frequently at many different events from conference keynotes to facilitating groups and running seminars.

Sean has written for many different publications across the world, and has recently delivered a series of nine published articles for The European Business Review. Sean is currently writing two books; 'Transition Point: Revolution, Evolution or Endgame?' which details the history and future of technology and its relationship and impact on our social and economic progression, and 'Becoming Great - Developing the Aligned, Engaged and Innovative Organisation' which details Sean's approach to helping transform organisations into aligned, engaged and innovative environments. For now, follow Sean's Blog to keep up with his latest thoughts.

Finally, he has a BA (Hons) degree in Business Information Systems, is an accredited SCOR Practitioner and Trainer (SCOR-P), certified PRINCE II Practitioner, Fellow of the Chartered Institute of Logistics and Transport (FCILT), accredited trainer in 'The Fresh Connection' Supply Chain simulation programme, accredited trainer in FranklinCovey's 'The 7 Habits of Highly Effective People' and 'The Speed of Trust' and deep experience and training in numerous modules of SAP (SD, MM, SCM, GATP).

TICKETS

SYDNEY	MONDAY 14 NOVEMBER, 2016
MELBOURNE	WEDNESDAY 16 NOVEMBER, 2016
AUCKLAND	FRIDAY 18 NOVEMBER, 2016
SINGAPORE	MONDAY 21 NOVEMBER, 2016

**SUPER EARLY
BIRD OFFER**
ENDING FRIDAY SEPTEMBER 16:
\$1,200 + GST

**EARLY BIRD
RELEASE**
ENDING FRIDAY OCTOBER 14:
\$1,500 + GST

**STANDARD
PRICE:**
\$1,800 + GST

*All prices are in local currency. Sydney, Melbourne AUD, Auckland NZD, Singapore SGD

Bring your team and take advantage of

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DELEGATES
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DELEGATES
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