

# 4 WAYS

**TO CREATE  
RESILIENCY IN  
YOUR SUPPLY  
CHAIN STRATEGIES**

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*Source: The Poirier Group, "Experts in Industry: Leslie Nicholson" 2020*

# PRIORITIZE QUICK AND FLEXIBLE DECISION MAKING

- Have fewer people involved in decisions -- employees at all levels need to play their roles and be trusted to do so
- Let people that are in charge of certain areas make decisions with limited information and move quickly
- There is no perfect outcome, but you must make the best decision you can with the information you have in hand at the time
- Give people *permission* and the *expectation* to go make decisions

# CREATE A COLLABORATIVE NETWORK WITH YOUR PARTNERS

- The greatest enabler of **resiliency** is collaboration across the value chain
- Create a strong collaborative network with partners across the value chain, working with customers and suppliers dynamically to drive success
- Use a Matrix Model to source materials from many points -- locally, external partners with their own factories, and around the world
- Increase frequency of communication with customers and suppliers to maintain transparency

# FOCUS ON DIGITAL DEXTERITY AND ACCELERATION EVEN IN TIMES OF UNCERTAINTY

- The greatest risk is not having information on hand when you need it. Using digital tools is a huge enabler of visibility into real-time data
- Without digital acceleration, you can't move at the necessary pace to respond to rapidly evolving consumer needs and supply chain circumstances.
- Even in the middle of a crisis, encourage your team to learn and use new tools to build upon competencies vs. reverting back to old, manual ways.

# PLACE THE CUSTOMER AT THE CENTER OF THE BUSINESS

- Customer-centric businesses understand how their actions and decisions will affect the customer experience and adapt their strategies to serve the evolving needs of the consumer
- Understand and *anticipate* how consumer needs are shifting and how you can adapt your business strategies to serve them accordingly:
  - Which behaviours will stick?
  - Which will revert back?
  - How can we provide more value to our customers?