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## **Tips for Manufacturing and Supply Chain organizations in 2009**

### **Three strategies for 2009**

Tough economic times can sometimes be the best times to grow your business. Here are three strategies to consider for 2009:

1. **Expand your customer base** – offer new products or sell existing products to new markets. Look for complimentary products that you can offer customers and reposition existing products to new markets.
2. **Expand your talent base** – snatch up the resources that your competitors are letting go. With more people on the market, your options in the talent pool are increased, so look to shore up your strengths and supplement weaknesses with industry talent.
3. **Expand your investments** – purchase the new technology that you need to get to the next level and look at new equipment to streamline operations. Make the customer experience more inviting. Get product to them faster and easier. There are deals to be made with suppliers.

### **Sustainability and the environment are here to stay!**

In 2009, more companies will be looking to make their manufacturing operations more efficient and more environmentally friendly. More companies will be looking to partner with organizations with sustainable business practices. Here are a few things that you can do to reduce your operating costs while using sustainability as a competitive advantage to attract more customers:

#### **Streamline your manufacturing processes**

Reduce non-value added activities and streamline processes to gain efficiency savings in the organization. This comes from reduced waste and increased productivity.

#### **Review your packaging materials and sizes**

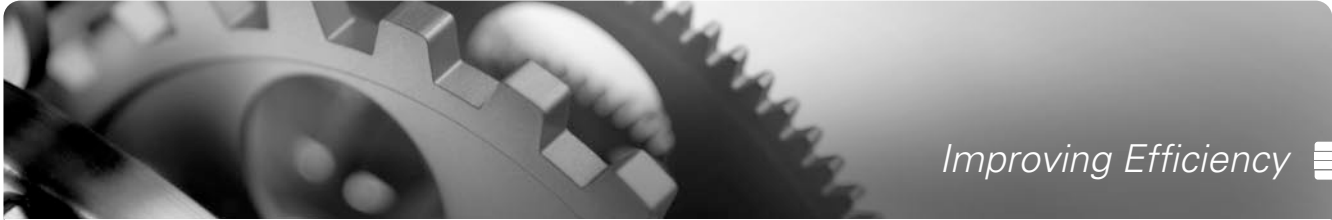
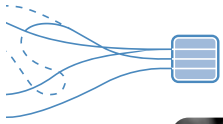
Find ways to use more recyclable or biodegradable materials in your packaging design and look at ways to reduce packaging size to reduce space needed for storage and distribution.

#### **Reduce your power consumption**

Turn computers off at night and ensure that your servers are optimized and virtualized. Review your power consumption bills monthly and identify where the most power is being used – does it match up with what your business requires?

#### **Optimize your distribution network**

Ensure that trucks are full when leaving your manufacturing facility and take advantage of back haul and LTL opportunities when trucks are on the way to your facility. Consult with experts to ensure you are optimized.



Improving Efficiency

### Sustainability and the environment are here to stay! (cont'd)

#### Consolidate your storage space

Reduce your inventory levels by understanding supply and demand for your products and look at ways to consolidate multiple storage locations to take advantage of cost and efficiency savings.

#### Employee retention

Retaining top employees will be one of the most important things that you can do to ensure a successful year in 2009. Here are a few things that you can do:

##### Make them proud

Employees want to be proud of the organization for which they work, so publish success stories in magazines and newspapers, speak at conferences and write articles about the good things the company has done and how it is positioned for success.

##### Engage and challenge them

Find out initiatives that interest the employees and get them involved. This might be supporting a charitable cause, creating a corporate environmental sustainability program or starting a competition to improve company operations. This also may include providing the opportunity to lead a change in the organization's culture.

##### Communicate with them

Communicate the direction of the company and why it is well positioned to take advantage of the economic conditions. If the company is not well positioned, communicate what is being done to improve its condition. Intranet videos, town hall meetings, department meetings and email blasts from the President are all effective means of communicating.

***DON'T FORGET: When making a change to your organization's culture, stakeholders will be concerned with "what's in it for me?" You need to be prepared to identify the benefits and impacts for all stakeholders.***

This newsletter was provided to you by Andrew Miller. Andrew is President of ACM Consulting Inc and helps clients improve organizational efficiency and communication. He has been providing sustainable solutions, consulting and coaching services to clients and their employees for more than 10 years, leading to a positive impact on their financial position.

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