



Consumer Products Supply Chain Change Management

Drive Knowledge, Not Point-And-Click Know-How

The prospect of mastering new tools to enhance supply chain planning processes can be overwhelming for new users. But that's the situation that faced employees of this fast-growing promotional products firm when longer lead times and increasing customer service requirements forced a tune-up of their company's supply chain technologies.

Even after the Demand Planning, Inventory Policy Planning, and Supply Planning tools were in place, team members still found themselves struggling to make the most of their new software because it had been implemented as part of the ERP suite, with user training presented as point-and-click exercises rather than a discussion of issues surrounding the how's, when's, and (most importantly) the whys about supply chain management.

They had new software manuals, but what they needed was guidance geared toward their industry and their business processes. That's where Spinnaker stepped in, helping to develop a foundational workshop for the team, blended with a generous amount of hands-on lab time.

“Adult education requires a different approach,” says Spinnaker VP, John La Bouff. “Training that tackles only features/functions is quickly forgotten and rarely yields long-lasting desired results. Spinnaker helps business leaders tackle user-adoption issues quickly—on their own systems—so users can get back to the business of being productive as soon as possible.”

By assessing the requirements of this team and tailoring training to their specific challenges, Spinnaker supply chain specialists helped users quickly grasp not only the capabilities of their new tools but also the supply chain concepts upon which those tools are based.

“By breaking down knowledge about new technologies and new business problems into a language that people can easily understand—in their own terms and their own data—users

can focus very closely on how to get the most use out of a new tool and not just on how to survive its launch.”

The end result was a user group with both the resources and the confidence to apply their classroom knowledge effectively in their workday lives and thus help their business sustain its rapid growth.

About Spinnaker:

Spinnaker is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinnaker offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinnaker has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

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