



MAX BLANCHET ON FUTURE SUPPLY CHAIN

VIDEO TRANSCRIPT

How do we achieve the right balance between agility, resilience and sustainability?

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Well, actually I'm not sure any company of tomorrow will have to trade off between agility, resilience and responsibility.

I strongly believe that the champions of tomorrow, the champions of the 21st century will have to master the 3 capabilities.

They will have to become much more resilient, meaning the ability to identify risk and to predict issues and to quickly understand where issues are in the operations and react properly.

They will become more agile in the sense that they will have a leaner organization, platform, access to data quickly which helps to reconfigure quickly to some changes.

And, last but not least, they will need to integrate sustainability in key decision making trade-offs, such as for example investment decisions, design decisions that will encompass emissions and also length of life of products.

It will be this type of decisions that can be taken very early in the development stage in order to have a complete circular design.

And here, on this condition, we can become very sustainable.

This transformation is not only a technical, technological transformation, it's also a human transformation.

Process and organization have to evolve, skills etc.

So, it's a holistic transformation that companies are pursuing.

And therefore, in order to achieve that, what we see today in the market is that some companies are going towards this transformation with a significant amount of investment and they see the value and they see an increase in terms of maturity.

Why is a large transformation important?

There will be also newcomers that are coming from start-ups.

Today the entry barrier to the industry is getting lower for start-ups that emerge.

A lot of companies, small companies, start-ups are undertaking very ambitious and highly technological product launches and therefore they will compete also with traditional companies.

So that's the reason why it's very important and that is also the reason why I wrote this book – in order to depict the overall transformation which will happen for industrial companies in order to survive and in order to stay competitive in the future.

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