



Good, Better, Best Supply Chain Excellence Awards

David Jacoby

Several years ago, Dewitt Jones delivered a captivating multimedia keynote address at the annual meeting of the Council of Supply Chain Management Professionals (then known as the Council of Logistics Management). Jones, who did freelance photography for National Geographic magazine, told a story about supply chain management through his photographs of natural wonders and beauty. The theme was, in brief, “good, better, best.”

First, Jones described how he went to crazy lengths to put himself in positions where he could observe natural wonders at rare moments. For example (and I’m making these up for lack of a precise memory), trekking to the middle of the desert and camped out for days and nights waiting for a solstice. Or stalking bears in the wilderness until the moment when they woke up from hibernation. Or hiking to the top of the world’s highest mountains in the dead of winter to capture the best views.

With each story, he showed a series of photographs. The first was always stunning and raised an “oohh” from the crowd. The second got even better and received an “ahhh.” The third was simply breathtaking and generally silenced the awestruck audience. His message each time was that in everything we do we try hard to

achieve excellence, and we are usually quite proud of our results. Yet no matter how much we work at something, our first attempt is usually only “good.” If we try harder, longer, and smarter, we can usually do “better.” Once in awhile, if we try as hard as we can and show great patience and respect for our subject, we can achieve “best.”

This same story applies to our jobs in supply chain management, and that it is why Boston Strategies International sponsors its annual Supply Chain Excellence Awards. In 2008 the award process netted over 500 entries from companies worldwide and resulted in five winners, and the 2009 award season is now. There are three categories: General Industry, Oil, Gas & Petrochemicals, and Process Industries, and each category will have four winners. Candidates will be evaluated based on

their demonstrated supply chain processes and performance on four dimensions: cost leadership, reliability, customer satisfaction, and innovation. Rationalization is aimed at controlling operating costs. Synchronization is aimed at balancing supply with demand. Customization intends to enhance the customer interface. And Innovation is focused on attaining rapid new product development and introduction. This makes a total of 12 possible awards!

The top winners will be invited to receive their awards at a ceremony in Bahrain in November. All company-specific information will remain confidential, and will be used only in the aggregate, and a feedback document will be distributed to all candidates.

To submit your entry, visit www.bostonstrategies.com today. The process is online and only takes about 15 minutes. The deadline for submissions is August 7, so submit your entry today! **D**

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