

NAVIGATING THE SUPPLY CHAIN CAREER SUCCESS MAZE: THE INSIDE STORY

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COMPREHENSIVE SELF-ANALYSIS – ‘KNOW THYSELF’

- Personal Goals
- Professional Goals
- Personal/Professional SWOT Analysis
- Personal/Professional Strategic Planning
- Guiding Question: How do I add value consistently in a dynamic and competitive marketplace throughout my career cycle?

A MARKETING APPROACH TO SUPPLY CHAIN CAREER SUCCESS

- **PRODUCT Questions**
 - **What composite skill sets are you offering?**
 - **How can my skill sets enhance the organization's capacity to grow market share, ROI, and stakeholder satisfaction?**
 - **What makes my skill sets distinctive?**
 - **Am I leveraging my skill sets appropriately?**

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A MARKETING APPROACH

- **Branding yourself**
- **Positioning yourself relative to competitors, both direct and indirect**
- **Market segmentation and career management success – matching skill sets with 'marketing' opportunities**

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A MARKETING APPROACH TO CAREER MANAGEMENT

■ PROMOTION Questions

- How do I communicate my value/worth to the appropriate decision-makers/influencers and deciders?
- Do I really understand the 'language' of significant others in corporate America?
- How do I develop personal communications strategies?

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A MARKETING APPROACH TO CAREER MANAGEMENT

■ PRICING Questions

- How has my marketplace value changed over time? Develop a 'worth' trend line. Compare with other SCM professionals.
- What are the perceptions of others of my worth/value to the organization?

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A MARKETING APPROACH TO CAREER MANAGMENT

■ PLACE Questions

- Timing of career decisions
- Location and career choices
- Mobility issues – domestically / globally

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Product/Market Expansion Grid – SCM Career Implications

	Existing Products	New Products
Existing Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

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MARKET GROWTH MATRIX APPROACH TO SCM CAREER NAVIGATION

- **MARKET PENETRATION** – continuing in the same basic functional / disciplinary areas for an extended time period.
- Builds depth in particular areas. Sharpens expertise.
- You become the ‘go to’ person for certain definitive skill sets.

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MARKET DEVELOPMENT

- **MARKET DEVELOPMENT** – involves the application of SCM skill sets to different or related functions.
- This builds cross-disciplinary expertise.
- Adds both depth and breadth of knowledge.

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PRODUCT DEVELOPMENT

- **PRODUCT DEVELOPMENT** - developing new and different skill sets for traditional SCM roles.
- This is likely to be perceived as innovative and somewhat leading-edge behavior.
- This 'brands' you as someone willing to try non-traditional approaches to solve traditional SCM issues.

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DIVERSIFICATION

- **DIVERSIFICATION** – developing totally new skill sets for totally new positions – moving from marketing to engineering or from SCM to finance.
- This can be a risky strategy if one is perceived as having insufficient depth and substance in the new position.

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FACILITATIVE SUGGESTIONS FOR SCM CAREER SUCCESS

- Consider your SCM career as a 'marketing document.' Take a marketing perspective when assessing yourself. What is the product? How do I best communicate it? Do I add value?
- Is my personal brand well-positioned in the SCM career marketplace? What adjustments are required for sustained success?

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CRITICAL SCM CAREER SUCCESS FACTORS

- Conspicuous depth/breadth of SCM-specific knowledge (be an expert)
- Learning orientation (continuous improvement)
- Calculated risk taker (driven by precise goals)
- Entrepreneurial in nature

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CRITICAL SCM CAREER SUCCESS FACTORS

- Impeccable people skills
- A 'can do' orientation
- Confidence / self-assurance
- Political astuteness

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CRITICAL SCM CAREER SUCCESS FACTORS

- Market 'sensing' capabilities
- Management of the mentoring relationship
- Consummate professionalism
- Adroit networking capacity

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CRITICAL SCM CAREER SUCCESS FACTORS

- HAVE FUN ALONG THE JOURNEY!

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THE END

- QUESTIONS?
- THOUGHTS?
- OBSERVATIONS?

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