



Senior Executives gather with Jason (Red Tie) to discuss Competitive Advantage

## CEO Roundtable

On the 7th of May in Melbourne, Goal Group member Manufacturship ran another popular CEO Roundtable Luncheons at Riverside Golf Club. The topic was 'Building Competitive Advantage' and was a case study based discussion demonstrating how clients had modified their business activities to lift financial performance and sales. The event was a full house with 21 CEOs or Senior Executives attending. These events are run in the major capital cities each quarter and over 70 companies have attended in the last 9 months. The attendees really enjoy meeting their peers from other industries and swapping notes on how they address the common issues to all manufacturers.

## Competitive Advantage Common Themes

An invaluable benefit of getting peers together is, regardless of industry, common issues will appear. The ability to harness the collective experience in the room, along with Jason's decades of senior executive experience provides tangible strategies to address themes such as;

- Short Lead Times Reduce Costs and Provide A Point of Differentiation
- Cost Reduction Through Velocity
- Building Supplier Capability to Run Faster With You
- Manufacturing Growth in Australia
- How To Be On Time, Every Time

## Lean/ISO workshops and SCIP

In the next edition of Goal's Quarterly, we will look at creating competitive advantage in Supplier Continuous Improvement Programs, (SCIP), and through Lean/ISO programs, including using government funding. This is particularly relevant since it was recently announced that there is to be an increased focus on Governance and Planning relating to Suppliers taking more ownership before delivery into the supply chain.

## Fighting to Keep Your House?

This will either be one of the most reassuring, or one of the most confronting images a senior executive will see.

Any business can find itself fighting for survival. At that stage just paying wages or keeping the house is the focus.

But imagine life at the other end of the scale. We'd all love to have the freedom to think about leaving a legacy as part of a successful strategy.

CEO roundtable addresses these issues and how to transit your ROI to higher margins

ROI	Action	Focus
30%+	Legacy	Regeneration
15-30%	Choice	Lifestyle
5-15%	Harvest	Buffer
2-5%	Growth	Repeat
0-2%	Survival	Wages
negative	Fight	House

### Stages and Considerations of ROI