

# UNITY COLLABORATION ALLIANCE

A cardinal principle escapes too many managers:

You cannot continuously improve interdependent systems and processes until you progressively perfect interdependent, interpersonal relationships."

Stephen Covey

## THE ISSUE:

The Council of Logistics Management define Supply Chain Management as "...an integrating function with primary responsibility for linking major business functions and business processes within and across companies, into a cohesive and high-performing business model."

This suggests the need for effective coordination and collaboration with suppliers, intermediaries, third-party service providers, and customers. How can organisations cement and build relationships with these important groups, as part of the wider business team?

### ELEMENTS OF SEA CHANGE PROGRAMMES THAT ADDRESS THE ISSUE:

- Sailing events have been valued by many successful businesses as a method of engendering team spirit and unity to groups of customers, suppliers and distributors. A purpose behind such activities, however, is increasingly sought and expected by demanding clients.
- A combination of proven business focused project based activities, sailing, and skilled team facilitation builds genuine partnership relationships.
- The element of purpose adds substantially to the enjoyment and excitement of yacht sailing and transforms the event from 'diversionary entertainment' to a genuinely motivational team building opportunity.

### OUTPUTS & RESULTS

- Building and cementing 'strategic alliances' with customers, buyers, suppliers or distributors.
- Building team spirit, interdependence, communication and trust between supply chain partners.
- Transfer of emphasis from hospitality to team unity and from a reward for past achievements, to an investment for future long term benefit.
- Genuine business focus provides a means of securing a measurable return on the corporate hospitality investment.
- Improved supply chain partnerships leading to: Cost savings; reduced inventory; improved efficiency; improved delivery times; and improved customer satisfaction and loyalty.