



Integrated Business Sensing (iBsing) - Newsletter

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Special points of interest:

How to maximize your organizational performance by fostering team engagement

The parallels between a successful Everest expedition and an Integrated Business Planning (IBP) transformation

Why iBsing?

When I describe the iBsing approach to Senior leaders, I emphasize the following strengths:

- 1 **Holistic approach:** We cover execution, change management, and change enablement, ensuring comprehensive support for your organization.
- 2 **Customer-driven and evolutionary:** Our approach is tailored to your specific requirements and evolves as your needs change over time.
- 3 **Rapid financial results:** We prioritize delivering immediate financial benefits within a three-month timeframe.
- 4 **Empowerment of internal teams:** We empower your internal functional teams, fostering their growth and enabling them to take ownership of the process.
- 5 **Proven methodology:** Our methodology has a strong track record, and references are available upon request.
- 6 **Innovative, agile, human-focused, and cost-efficient:** We bring a fresh and agile perspective, placing emphasis on human-centric solutions while maintaining **cost-efficiency**.

Sometimes the best moment with such an investment is to start with a kind of crisis or burning platform. I am convinced that rapid financial results (point 3) can be achieved with iBsing and our consulting approach is significantly more cost-efficient (point 6) versus traditional consultants. That may be the moment for SCM to take the lead and I would be happy to prepare with you a compelling business case and concept to convince your superiors and peers.

What are our offerings?

LARGE SCALE

- IBP Transformation
- Digital Transformation

MEDIUM SCALE

- S&OE Implementation
- Communication Workshop and Training

SMALL SCALE

- Development of Shared Team Vision, Clarification of Key Roles and Activities, and Improvement Plan
- PRINT® Motivational Model -1:1 Coaching
- Collaboration Team Workshop based on PRINT® Motivational



Inside this issue:

- | | |
|--|---|
| Why iBsing | 1 |
| Scales of offering | |
| How to remove silo-focus in Digital-Transformation | 2 |
| Your body is telling you something | 3 |
| The Journey Towards IBP: Do We Need Roadmaps or Sherpas? | 4 |

“Your body is telling you something!”



On 15th June 2023, I presented at the CParity "Supply Chain Innovation Summit" in Hoofddorp, a place of great significance to me. I discussed the transition from "Shadow Behaviours" to "Best Self Behaviours," which holds deep meaning in my professional journey.

In Hoofddorp, eight years ago, as a Supply Chain leader, I had a wake-up call during back-to-back meetings. My right arm lost coordination, my speech became slurred, and I struggled with vision and balance. It was a frightening experience, but the initial diagnosis assured me that everything was fine with my body. However, the doctor candidly emphasized, "Your body is telling you something!"

At that time, I was handling multiple responsibilities, overseeing E2E planning and execution for a multi-billion-dollar business. Achieving targeted results and navigating a digital transformation project and post-merger organizational change consumed my energy. The extensive responsibilities, frequent travel, and long hours unknowingly pushed me to my limits.

Realizing the need for change, I embarked on a journey of self-discovery. Through mindfulness

practices, Non-Violent Communication, and the motivational model PRINT, I became acutely aware of the signals my body had been sending. Heightening my consciousness allowed me to recognize triggers early on and respond effectively.

I also discovered that everyone within organizations experiences similar bodily sensations. Observing colleagues' body language provides valuable insights into organizational functioning. Our collective awareness acts as a human sensor network. Surprisingly, the first indication of a major supply chain issue may come from the gut feeling of an experienced employee, rather than an IT system alert. Unfortunately, we often overlook these invaluable signals.

Drawing from my experiences, I developed the framework of Integrated Business Sensing (iBsing) as a complement to Integrated Business Planning (IBP). Engaging discussions with professionals, including those at the CParity event, reinforced the significance of this work.

Let's continue to listen to our bodies, embrace self-awareness, and foster a healthier, more conscious work environment. Together, we can create a space where well-being and collective intuition are valued, ultimately driving greater organizational success.

How to remove Silo-Focus in Digital transformation



Picture above: How to strike the right balance between Operations, Change Management, and Change Enablement, fostering collaboration across functions for shared success?

Please find here the key storyline of my presentation:

According to a recent survey in my network approximately 20% of digital transformation projects actually achieve their business case. Sadly, the majority of digital transformations face challenges in at least one of these key areas:

- 1 Value: Delivering intended benefits to the organization and customers
- 2 Costs: Avoiding budget overruns
- 3 Timelines: Meeting original project schedules
- 4 Workload: Ensuring manageable team efforts

Silo-focused approaches and internal misalignment often contribute to these shortcomings. Silo-focus is the challenge in business—leading to finger-pointing, blaming, political games, sandbagging, conflict-avoidance and more.

Let's align key functions:

- 1 Sales & Marketing: Drive profitable customer relationships

- 2 Operations: Design and produce quality goods
- 3 Finance: Optimize financial performance and stability
- 4 Human Resources: Nurture and empower employees

Silo-focus happens when functions lose sight of other organizational priorities. Sales and Operations Planning (S&OP) connected the first two functions, while Integrated Business Planning (IBP) included Finance. But why do companies struggle to engage employees in IBP processes?

It's time to revolutionize employee empowerment! Let's stop treating employees like objects with outdated HR processes such as performance appraisals, incentive systems, top-down development targets, forced calibration curves, and more. Instead, engage employees at all levels with offering opportunities for personal development in areas such as self-awareness, conflict resolution, and communication. Let's foster development of a shared vision via sense-making, cross-functional agreements, mentoring of change agents, and executive coaching.

The Journey Towards IBP: Do We Need Roadmaps or Sherpas?



I was inspired by Alp Keser's presentation in May's iBsing call, where we explored the parallels between a successful Everest expedition and an Integrated Business Planning (IBP) transformation. It made me reflect on the crucial role that roadmaps and Sherpas play in both scenarios.

Just like Sherpas are essential in Everest expeditions for their climbing and navigation skills, they can also be invaluable in an IBP transformation.

Here's why:

- 1 Sherpas assist in packing and carrying the bag, providing decision-making support and aiding in execution until the company is ready to take full control.
- 2 They bring expertise in interpreting weather conditions, market conditions, offering valuable insights and advice on the optimal timing for strategic moves.
- 3 These experienced Sherpas excel at walking close to the edge, adeptly navigating challenging situations. In an IBP transformation, they can guide the company out of financial difficulties, ensuring a more stable position. With their knowledge and strategic acumen, they help leaders make informed decisions, mitigating risks and maximizing opportunities.
- 4 Moreover, Sherpas prioritize the wellbeing of the team. They provide support and guidance, promoting a healthy work-life balance. Just as Sherpas on an Everest expedition ensure the survival and safety of climbers, these Sherpas in the IBP journey ensure the well-being and resilience of the team. They create an environment where individuals can thrive and contribute their best, fostering a positive and sustainable work culture.

To set up your internal IBP Transformation Team for success, it is crucial to select experienced "IBP Transformation Sherpas". By bringing in external expertise from someone who has embarked on this journey multiple times, you can tap into their wealth of knowledge and learn from their past successes and challenges. Their guidance and mentorship can accelerate your transformation efforts and increase the likelihood of achieving your IBP goals. So, whether you're planning an Everest expedition or an IBP transformation, roadmaps are essential, but having Sherpas by your side can make all the difference. They provide the expertise, support and perspective needed to navigate the challenges, conquer the unknown, and reach new heights of success.

Are you ready to embark on your IBP journey? **Let's climb new peaks together!**

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