

#078 HOW IS THE ABILITY TO MOBILIZE COLLECTIVE INTELLIGENCE AN ASSET?

Industry

Distribution

Supply Chain

HR

This period of health crisis has highlighted the supply chain professions. Yet few, if any, companies were prepared for this global pandemic scenario. Supply chain teams had to find new solutions in a very short time. In this context, it was their ability to **mobilize collective intelligence that enabled them to adapt**. They used this principle internally, but also externally, as the following two examples show.



Example 1: A company producing essential goods was able to react immediately to the containment measures triggered in northern Italy, the epicentre of the transalpine epidemic. It was able to mobilise the necessary internal teams (marketing, sales, finance, logistics and customer service), as well as its network of partners (logisticians and transporters) to **develop in 3 days a delivery solution for the Italian market from France**, during the closure of its central Italian warehouse.



Example 2: Spontaneous, generous and creative sharing of best practices in terms of warehouse personnel protection between the main **ASLOG member companies enabled the players to implement appropriate measures more quickly and effectively** than if each player had been groping for its own solutions as the situation evolved.

In these two examples, it is therefore the ability of the supply chain teams to mobilize the collective intelligence of a wide variety of contributors (both internal and external) that made it possible to find an effective, rapid and innovative solution to the problem at hand.

Our increasingly complex and nested ecosystems make this new skill absolutely essential to the performance of our supply chain organizations.



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| About ASLOG

ASLOG brings together more than 400 companies from all sectors, with 2,000 professionals working together to promote and build tomorrow's Supply Chain. ASLOG is a neutral and independent association that addresses Supply Chain issues.

As early as 1972, visionary men sensed that this function would be decisive for all companies. For almost fifty years, professionals in the sector have made ASLOG the reference partner.

ASLOG is the privileged interlocutor of institutions and public authorities on all questions relating to the sector.

| #supplychain4good

The **#SupplyChain4Good** community was created at the initiative of Michelin and ASLOG, as part of the Movin'On ecosystem, in favor of a more sustainable mobility of goods.

#SupplyChain4Good's ambition is to federate the actors who work for Supply Chains that are simultaneously good for the planet, the people and the business performance. The members of this community are «shippers» (industrial and commercial companies), «operators» (transporters, logisticians, shipping companies, ports...), «support functions» (academics, consultants, information systems, regulators, NGOs...).

They cover all economic sectors and all regions of the world. Their work takes place throughout the year and culminates in the annual Movin'On Summit, the world summit on sustainable mobility.