CIPS-Switzerland branch event
Are you ready?
Digitization and the impact on procurement
Workshop from Women in Procurement
25th March 2019
Zurich
Women in Procurement Event
Are you ready? Digitization and the Impact on Procurement

17:30  Event Registration

18.00  Welcome and Introduction
       Pauline King, (CIPS Switzerland) , Varsha Asarpota (Speakers tonight)

18.05  Holger Wiegand – Supply chain Strategies and Trend, 3M Case Study, Q&A

18.35  Daniel Rengel – Digitisation and the impact on procurement , Oracle

19.05  Olga Pavlenko – Operating in the new Digital Age

19.25  Panel Session – Your opportunity to Ask our Speakers.

19.45  “Apero and Networking"

21.00  Event Close
Companies represented this evening

3M
ABB
Alcoa
Ascensia Diabetes Care
Bombardier
Carlsberg
Coca Cola
Cranfield University
Dow Chemicals
Ebara Corp
Ecolab
EMEA Recruitment
EMS Group
Johnson and Johnson
Medela
Mettler-Toledo
Nord Stream AG
OC Oerlikon
Oracle
RGP
SwissPort
SwissRe
The Contract Centre
Triumph International
UEFA

You’re in good company!
50 Men and Women from 25 Companies
Aspects of CIPS in Switzerland

1. We started from day-1 with an “open to all” approach
   Free for CIPS members, 30 CHF for non-members
   -> for 70+% of our events are non-members. CIPS-Switzerland is cash neutral.!!
2. Steady Subscriber/member growth
3. A linkedin.com community of > 1,600 people
Images of CIPS-Switzerland events

Event joint with Kanton Zug

Event joint with UN/CPAG

Event joint with CERN

Leading global excellence in procurement and supply
CIPS-Switzerland, 25th March 2019
A expat group of buyers? No!

Total spend influence of the survey participants > 70.0 Bn CHF
Digitalisation and Impact on Communications in Procurement

Olga Pavlenko,
Senior Director Supply Chain, Carlsberg
In the short period from most of us starting our career until now, communication patterns changed dramatically, empowered by new technologies availability.
What Digitalization meant for all of us in Procurement?!

- Opportunity to become a truly global function, best brains and vast range on experiences in one team, without a need to relocate people
- Less travel, less time lost
- Ability to reach out to people & data instantly
- Possibility to become more inclusive and share our thinking and best practices with the world, literally

• New tech in action/conference calling effectiveness
Why then, if all the great new possibilities opened for us by new communication tools videos like this go viral?

Because we all see ourselves in it?!

Because we all share frustration of output of our engagement using new technology not delivering the aspired result?

Because we consciously or subconsciously feel constrains which our established and comfortable for us communication methods faced with, when applied in the new environment?

Because established patents of “adjustment” based on body language, eye contact, social conversations during meals etc are not working effectively and new tools need to be consciously developed?
What it also meant, that in order to harvest all of the benefits of new possibilities “Human or Soft Skills” become ever so important
Effective communicator understands and take cultural differences into consideration, while communicating.

**Low-Context**
Good communication is precise, simple, and clear. Messages are expressed and understood at face value. Repetition is appreciated if it helps clarify the communication.

**High-Context**
Good communication is sophisticated, nuanced, and layered. Messages are both spoken and read between the lines. Messages are often implied but not plainly expressed.
Where are the most likely chances for miscommunications and how we could minimize the impact?

- One person would recap the key points orally, with the task rotating from one team member to another.
- Each person would summarize orally what he would do next.
- One person would send out a written recap, again on a rotating basis.
Providing negative feedback: many faces of polite

<table>
<thead>
<tr>
<th>What the British say</th>
<th>What the British mean</th>
<th>What the Dutch understand</th>
</tr>
</thead>
<tbody>
<tr>
<td>With all due respect...</td>
<td>I think you are wrong.</td>
<td>He is listening to me.</td>
</tr>
<tr>
<td>Perhaps you would think about...I would suggest...</td>
<td>This is an order. Do it or be prepared to justify yourself.</td>
<td>Think about this idea and do it if you like.</td>
</tr>
<tr>
<td>Oh, by the way...</td>
<td>The following criticism is the purpose of this discussion.</td>
<td>This is not very important.</td>
</tr>
<tr>
<td>I was a bit disappointed that...</td>
<td>I am very upset and angry that...</td>
<td>It doesn't really matter.</td>
</tr>
<tr>
<td>Very interesting...</td>
<td>I don’t like it.</td>
<td>He is impressed.</td>
</tr>
<tr>
<td>Could you consider some other options?</td>
<td>Your idea is not a good one.</td>
<td>He has not yet decided.</td>
</tr>
<tr>
<td>Please think about that some more.</td>
<td>It’s a bad idea. Don’t do it.</td>
<td>It’s a good idea. Keep developing it.</td>
</tr>
<tr>
<td>I’m sure it’s my fault.</td>
<td>It’s not my fault.</td>
<td>It’s his fault.</td>
</tr>
<tr>
<td>That is an original point of view.</td>
<td>Your idea is stupid.</td>
<td>He likes my idea!</td>
</tr>
</tbody>
</table>

*Source: Nanette Ripmeester*
Plan well for giving and receiving feedback, adjust your style to the person on the other end of the phone to be heard.
How we build trust with those, who work with us.

<table>
<thead>
<tr>
<th>Task-based</th>
<th>Relationship-based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust is built through business-related activities. Work relationships are built and dropped easily, based on the practicality of the situation. You do good work consistently, you are reliable, I enjoy working with you, I trust you.</td>
<td>Trust is built through sharing meals, evening drinks, and visits at the coffee machine. Work relationships build up slowly over the long term. I’ve seen who you are at a deep level, I’ve shared personal time with you, I know others well who trust you, I trust you.</td>
</tr>
</tbody>
</table>
**Other parameters to consider when planning your interactions with cross cultural teams:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why vs How- building your reasoning to be heard and understood</td>
<td></td>
</tr>
<tr>
<td>Who decides and how Egalitarian vs Hierarchical decision making</td>
<td></td>
</tr>
<tr>
<td>Perception of time</td>
<td></td>
</tr>
<tr>
<td>How can people disagree productively</td>
<td></td>
</tr>
</tbody>
</table>
First step to address the issue is to acknowledge you have one.

- Discuss: Discuss with your colleagues benefits and pitfalls of digital communication world.
- Address: Address the cultural implications within your team by agreeing together “DOs” and “DON’Ts.”
- Re-evaluate: Re-evaluate: pick up regularly on the topic and re-evaluate if your way of communication allows you be High Performing Team.
- Enjoy: Enjoy the bigger world being so accessible!

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Digitisation and its impact

Event Survey - Question 1:
How did you get to hear about this CIPS event..?

![Bar chart showing the rating of how participants heard about the event.]

- CIPS Advertising: 10
- Email notification: 8
- Other, please state: 6
- Linkedin: 4
Digitisation and its impact

Event Survey - Question 2: Where is your working location /resident..?

Where is your working location?

- Zurich and Surroundings
- Bern and Surroundings
- Geneva and Surroundings
- Basel and Surroundings
- Zug and Surroundings
- Schaffhausen and Surroundings
- France

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## Digitisation and its impact

**Event Survey - Question 3:**
Using a scale of 0 (= low) to 10 (= high), please rate the presentations:

<table>
<thead>
<tr>
<th>Speakers</th>
<th>Delivery Style</th>
<th>Presentation content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daniel Rengel</td>
<td>7</td>
<td>6.1</td>
</tr>
<tr>
<td>Holger Wiegand</td>
<td>8.05</td>
<td>8.23</td>
</tr>
<tr>
<td>Olga Pavlenko</td>
<td>8.31</td>
<td>7.3</td>
</tr>
</tbody>
</table>
**Digitisation and its impact**

**Event Survey - Question 4**

Please list any other topics you like to hear at a future Women in Procurement CIPS-CH Event

<table>
<thead>
<tr>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect procurement stakeholder management and alignment to corporate objectives</td>
</tr>
<tr>
<td>Transportation and Logistics 3PL Solutions</td>
</tr>
<tr>
<td>Change management in procurement</td>
</tr>
<tr>
<td>P2P, not only procurement but the whole workstream</td>
</tr>
<tr>
<td>e-procurement of services</td>
</tr>
<tr>
<td>Tools used in procurement</td>
</tr>
<tr>
<td>Coaching and Mentoring</td>
</tr>
<tr>
<td>Best in Class global procurement</td>
</tr>
<tr>
<td>Senior Women Leaders with flexible working hours, extended mobility</td>
</tr>
<tr>
<td>Job Fair, Opportunities</td>
</tr>
<tr>
<td>Gender Diversity, Equality</td>
</tr>
<tr>
<td>Procurement as source of innovation</td>
</tr>
<tr>
<td>VUCA (Volatility, Uncertainty, Complexity and Ambiguity) and complexity in the Business landscape</td>
</tr>
<tr>
<td>High performing Teams</td>
</tr>
<tr>
<td>Gender differences in Negotiation</td>
</tr>
</tbody>
</table>
Digitisation and its impact

Event Survey - Question 5
Would you be interested to give a presentation at a coming CIPS-CH event?

Quite a few of you responded to this confirming that you would like to speak for future CIPS events, we will be in touch 😊.

Event Survey - Question 7
How many times per year would you like to participate in a CIPS Swiss event (Networking, Presentations, Site Visits, etc..)

[Bar chart showing preferences]
Digitisation and its Impact

Please share any thoughts you have about this event, eg:- what you like to see next?

<table>
<thead>
<tr>
<th>Developing Strategy and strategy Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partially too focused on selling the Company and its services</td>
</tr>
<tr>
<td>It would be great to see examples, how AI/Data created value for a procurement project</td>
</tr>
<tr>
<td>First CIP event, very interesting</td>
</tr>
<tr>
<td>Nice Presentation and Location</td>
</tr>
<tr>
<td>Examples: Both Good and Bad of AI action and contributing benefits to Business</td>
</tr>
<tr>
<td>Demo, to avoid technical issues</td>
</tr>
<tr>
<td>Developing on future impact of AI on globalisation - as core skills for leadership</td>
</tr>
<tr>
<td>Need more best practice approach with all attendees, not only presentations</td>
</tr>
</tbody>
</table>
Digitisation and its Impact
Event Survey - Question 6

From What Country you come from? Nationality?

We had representation from 18 Countries
- China
- Czech
- France
- France
- Germany
- Hungary
- India
- Italy
- Malaysia
- Mexico
- Polish
- Romania
- South Korea
- Spain
- Switzerland
- Turkey
- UK
- USA