



NAVIGATING SUPPLY CHAIN DISRUPTIONS AND BUILDING STRONG ORGANISATIONAL CULTURE



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ABOUT THE EXPERT

Dr. Anil Sethi is a transformation expert, motivational speaker, and life coach with over two decades of experience mentoring individuals and organisations in leadership and personal growth across India and internationally.

QUESTION

Asked by: Nitin Anand MD, Nostino Foods

In light of recent geopolitical shocks and tariff volatility, many CEOs are shifting from a “product-centric” to a “consumer-centric” supply chain. How can a mid-sized food processor effectively use digital twin technology and real-time data to build regional agility without ballooning inventory costs?

Expert Answer: The supply chain is the most important success factor for the companies. During Covid, we experienced the same supply chain challenges, and today we need to follow a similar process: “Prepare for the best and be ready for the worst”.

In today’s world, DATA is the key if you can have historic data and use business intelligence software applications – such as Microsoft Power BI, Tableau, and Qlik Sense – to analyse and visualise data to drive actionable business insights for the optimisation of the resources.

If you are an advanced user of IT, you can use artificial intelligence also to help you. Better planning helps us save the resources: “Money saved is Money earned”. It can help in purchases and dispatches both. Better planning gives better results, provided we have a good execution process in place.

QUESTION

Asked by: Alpna Khanna CEO (Company Anonymous)

We are a five-year-old IT company and want to create a cohesive organisational culture where employees support each other with honesty and trust while keeping customer satisfaction as the highest priority. How can we build such a culture?

Expert Answer: I have asked many corporate people and the general public. If you have to name a trusted company name, then which name will you pick? To my surprise, maximum people said “TATA”. It was not created overnight. Building culture in the organisation is a long-term process. It always starts from the top.

Top management needs to identify the core values of the company first. Top management has to lead by example, and the team below the top should be the brand ambassador of the core values. The company should announce the core values are non-negotiable, and it should have zero tolerance for any deviation. Any member junior or senior, should face the music in case of any violation.

But before that there should be a proper awareness program in the company along with a proper display of the core values. Please note core values are the tool to get the culture and team spirit in the company. A CEO should be the change he or she wants to see in the team.

Have a question for our experts?

Send it to asktheexpert@theceo.in, and our panel of experts will answer it in the next month’s edition of The CEO Magazine.