



## Logistics Association of Australia Ltd

### THE WARM AND FUZZY SIDE OF THE CLM CONFERENCE

This is the 4th article from Peter Bainbridge, winner of the Logistics Development Award in 2003. The Logistics Development Award is sponsored by CHEP Australia.

Part of the appeal of the CLM conference was the guest speakers who rounded out the conference and added a lot to the experience, helping to reinforce some of the fundamentals that all of us should know but very rarely put into practice.

#### **Sue Hershkowitz-Coore**

Look for a second right answer – your worst enemy is old habits and the belief that you have and continue to do things the same way simply because that is the way they've always been done. Think differently. Create WOW! – create a competitive advantage for yourself and ensure you sustain it. Be original and creative in what that difference is. Respect and value your peers. More. – An oldy but a goody. Try saying "yes, you're right" instead of "yes, I know" Communicate professionally, every piece of communication counts. Spell check everything before you send it. In a meeting, look for points of agreement, not disagreement. Play to your strengths, focus on the things you do well and do everything you can to develop them. Do the right thing, pay people in your organization what they are worth. Pay them more than what they are worth, maybe they will deliver more than expected.

*Maxims:*

Be distinct, or be extinct

Do something!

Everyone has the will to win; precious few have the will to prepare to win

*Anecdote:* Sue was once travelling on a long internal flight and felt like she didn't want to talk to anyone. Sure enough the guy next to her started asking questions about what she did. She answered managing to keep her hostility to herself. At the end of the flight he handed her a business card and said that he would like to do business with her. Sue put the business card away and did not think any more of it. The next day his face was on the cover of Fortune magazine! The moral of the story, never judge people by their appearance and no matter how you might feel never be closed to opportunities.

#### **Mike Kryzewski**

Mike or 'Coach K' is coach of the Duke University basketball team. The team has had enormous success under his leadership and his guiding principle of teamwork. Coach K was also an assistant coach of the legendary 1992 USA Mens Basketball team, 'The Dream Team'. Coach K preaches the value of the team. His belief is that the best way to increase the passion about what you are doing is to form a team, surround yourself

with people who have taken ownership in what you are trying to achieve. When there is a crisis on his team he asks what can be done, he doesn't tell them what to do. The sort of teamwork that Coach K talks about cannot be developed quickly, but it will last for longer and you will be able to achieve higher goals.

*Maxims:*

Luck happens to teams that develop communication and trust

A person doesn't become whole until they are part of something greater than themselves

Whatever I think I have done by myself, I haven't.

*Anecdote:* (apologies if you do not know much about basketball) When coaching the US Olympic "Dream Team" Coach K was standing around the huddle. He looked over at David Robinson and thought to himself "my god, that's the tallest man I've ever seen", then he looked over at Karl Malone and thought to himself "my god, that guy has the broadest shoulders I've ever seen". Finally he looked over at Michael Jordan and said "oh god" and he was right.

### **Dan Clark**

Dan Clark is one of the primary contributing authors to the Chicken Soup for the Soul series and is a world-renowned speaker, entertainer and singer. He started his career in American Football and has since travelled the world trying to motivate others. One of the most interesting things he had to say was that it isn't natural to change, but we have to. As logistics people we have to always be open to change. There are two types of change, from the inside and the change that occurs outside of your area of control. You can either embrace it, or be left behind. He spoke about how you take the motivation from a conference like CLM back into your day to day job and your life. How to maintain the momentum of what you have learned and the excitement that those sorts of events can generate. If you go back to work and don't continue to stretch your mind, then you'll end up in the same place you were in before.

*Maxims:*

Become a human doing, not a human being

Your horse dies, dismount

Only ever regret the things you don't do

*Anecdote:* Dan went to the Tampa Bay Buccaneers offices, a team in the American National Football League. When he made it in to talk to the team he asked each and every one of them why they were here, almost all of them replied "we're here to play football". When he went to the Dallas Cowboys, another far more successful team and asked the players the same question they replied "we're here to win the Superbowl"

Whilst the focus was on logistics and related issues for the vast majority of the conference, the guest speakers helped you think outside of cartons, trucks and deliveries. I believe that everyone should try and take one of the themes from these speakers. Whether it is creating extraordinary customer service, the power of teamwork or the value of being able to change, you will not only do a better job, but enjoy the job you do more if you apply the lesson learnt.