



J MARK FILLINGHAM
SUSTAINABLE VALUE CHAINS

SUSTAINABLE VALUE CHAINS DEMAND AN UNDERSTANDING OF OUR COMMON SOCIAL FUTURE



5 LEAN PRINCIPLES

1. SPECIFY VALUE FROM THE PERSPECTIVE OF THE CUSTOMER

WHAT DO OUR CUSTOMERS WANT?

2. IDENTIFY THE VALUE STREAM

HOW DO WE ENSURE THAT EVERYTHING WE DO MATCHES WHAT THE CUSTOMER WANTS AND IS WILLING TO PAY FOR?

3. MAKE THE VALUE CREATING STEPS FLOW

HOW DO WE DO WHAT THE CUSTOMER WANTS WITHOUT DELAY?

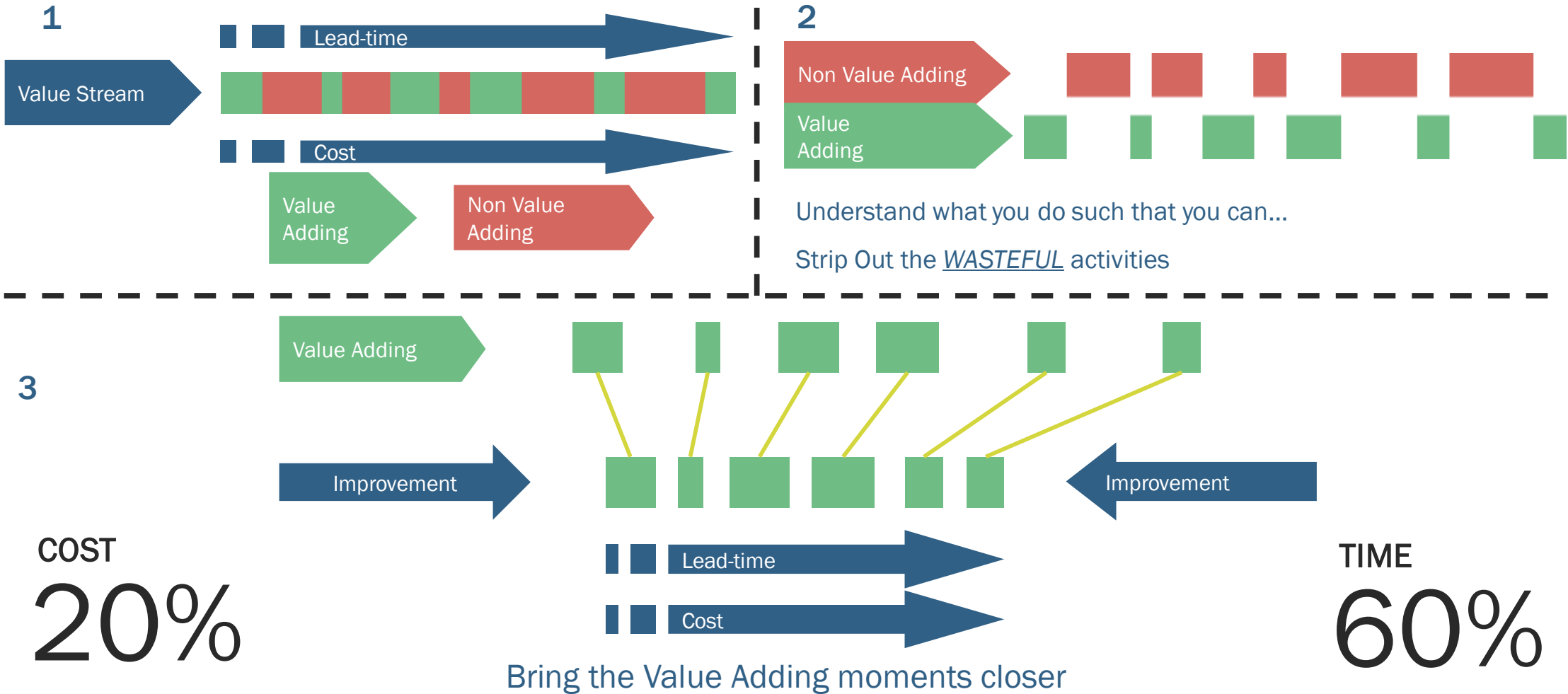
4. AT THE PULL OF THE CUSTOMER

HOW DO WE DELIVER WHAT THE CUSTOMER WANTS AT THEIR PACE?

5. STRIVE FOR PERFECTION

HOW DO WE CONTINUALLY IMPROVE THE SERVICE TO OUR CUSTOMERS?

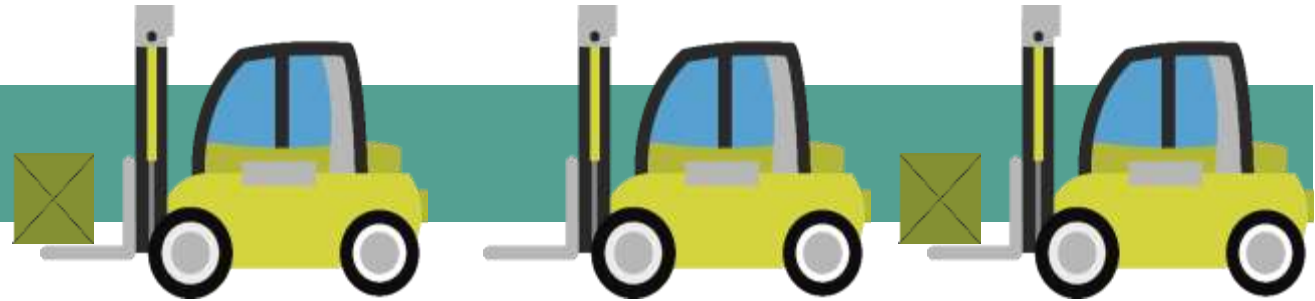
IDENTIFY THE VALUE STREAM



MAKE THE VALUE CREATING STEPS FLOW



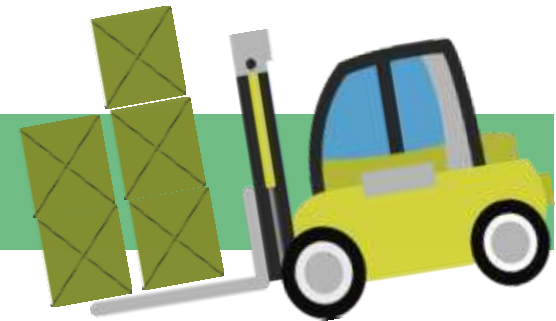
WASTE



UNEVENNESS



OVERBURDEN



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CUSTOMERS OR STAKEHOLDERS?

1. SPECIFY VALUE FROM THE
PERSPECTIVE OF THE CUSTOMER

WHAT DO OUR CUSTOMERS WANT?



UNDERSTANDING OUR COMMON SOCIAL FUTURE

- COMMON
- SOCIAL
- FUTURE



THE RED MEAT STORY

- **TRANSPARENCY**
- **FLOW**
- **x3**



THE WHEY NUTRITION STORY

- FAMILY
- PROCREAM
- 37%



THE WHITE FISH STORY

- COMMUNITY
- SOLD AT SEA
- 7 to 4 DAYS



SUSTAINABLE VALUE CHAINS DEMAND AN UNDERSTANDING OF OUR COMMON SOCIAL FUTURE



WHAT FUTURE?

- **COMMUNITY**
- **3 YEARS**
- **150+ PEOPLE**



OUR FUTURE OUR COMMON SOCIAL FUTURE

- DECLAN, EAMON ..
- BETTER FOR US,
BETTER FOR THE
BUSINESS
- 3



ITS BETTER TO BE RESPECTED THAN LOVED, FEARED OR “TRUSTED”

- LEAN BUSINESS IRELAND AWARDS

- AUDIT

- 25%



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