

WHAT INSPIRES US MORE: PLAY OR PARTICIPATION?

Creating productive team environments.

Darryl Judd, Chief Operating Officer for Logistics Executive Group takes a closer look what inspire us and how this translates into productive team environments.



There has been a lot of research, time, and money undertaken on finding new ways to motivate, retain, and attract staff. This is understandable in an age of market volatility where a business edge can also determine a company's survival and at the heart of every company's success lies its people.

The value of a highly sought after skill sets or reputations are becoming increasingly more valuable in an age of high market volatility where the stakes are also high. As a result, the so called "talent wars" still play out and so do the challenges of staff retention in ever competitive market environments.

Globalisation means that there is no longer the safety net of a geographical barrier and big multinationals seeking the best talent are now headhunting in new ways, across different geographies and institutions like never before. So, if you have good staff, if you have actually achieved the impossible and managed to attract and hire a great team then how do you keep them and keep them engaged?

NEWS & EVENTS

SCM  **LOGISTICS**
WORLD 2015

Upcoming Events

SCM Logistics World 2015

SCM Logistics World is being held in Singapore, 23-25 June 2015. Themed - Innovating your supply chain and manufacturing strategies, the event covers the end-to-end supply chain across all industries, involving all stakeholders in the value chain - from the suppliers to manufacturers, to distributors and finally to the retailer/customer. With topics from strategy, manufacturing, sourcing and planning to innovation and collaboration, this is a 'must-attend' conference for all supply chain professionals.

www.terrapinn.com/scmworld

11th Trans Middle East 2015 Exhibition and Conference

The 11th Trans Middle East 2015 Exhibition and Conference will take place in Doha, 6-7 May 2015. Hosted by Mwan Qatar, Hamad Port and the Ministry of Transport, the two days Conference will feature 30 world-class conference speakers and 60 exhibitors addressing topical issues and challenges on global transportation and logistics attended by a gathering of 400 senior executive from countries throughout the GCC. www.transportevents.com

Global News

Logistics Executive Group's releases 2015 India Salary Guide

Logistics Executive India has announced the release of the 3rd Annual Salary Guide. The guide first produced in 2011 is a comprehensive report covering the India market. The guide is available for download at: www.logisticsexecutive.com/IndiaSalaryGuide

Logistics Executive Middle East expands its Executive Search Team

Logistics Executive Group Middle East has appointed Mareike Walter-Paschkowski as Regional Executive Search Consultant. Mareike will be based in our Dubai office and is a welcome boost to the Corporate Advisory and Executive Search team already in place.

How do companies compete with the likes of Google, Microsoft, and other highly successful multinationals that are renown for their hype around edgy employer branding? The image of the young, “trendy” maverick who rewrites the corporate rulebook. These big multinationals are notorious for splashing out on all sorts of attractive ploys to win the best talent. For example, they have turned their office work environments into the equivalent of over the top, adult play pens in which the corporate uniform corresponds to the sneakers and jeans worn in such places.

A quick google of Google’s office environment will lead to pictures of giant mock rowing boats in a Google London office, a bowling alley with a statement describing their staff as “googlers” who’s “offices and cafes are designed to encourage interactions ...and to spark conversation about work as well as play”. Play being the central word!

According to the Business Insider, many corporates have followed this trend across industries. They compete in terms of company perks instead of salary. For example, Chesapeake Energy has an indoor rock climbing wall; J.M. Smucker Company holds bowling nights and softball games for its employees and so on. Free day care, overseas holidays, and a range of other offerings are all paraded as enticements to allure potential employees. This also builds the hype around a company brand and increases its desirability, like all good marketing ploys.

Before we all rush out and invest in Lego sets and pinball machines, it is worth reflecting on whether this new trend actually has some basis. There is some evidence to suggest that the successful formula for a productive workforce may be based on a more basic requirement.

According to Kim Winter, Group CEO for Specialist Talent Management and Corporate Advisory Firm, Logistics Executive Group, it is not just about the

environment and the culture of an organization, but that of their leaders and their focus on personal inspiration. Leaders who empower their workforce and allow freedom of decision-making, open dialogue and support foster an environment of inspiration. This inspiration translates as personal motivation and sets a cultural road map for the organization”.

The annual Logistics Executive Group survey results have consistently suggested that there are two main reasons why people leave their job. The most common reason employees will leave a company is because they feel they are not being challenged enough or given enough opportunities. The other reason of equal weight is related to not getting along with their manager. Both of these explanations are reiterated in the interviews and conversations that our teams have with candidates on a daily basis.

Controversially, it may therefore be suggested that a fun office environment may not actually be a key motivator for many people to stay in a job. In fact, it could be suggested that if “happiness” is the key outcome that a company is trying to emulate it might suppress staff from actually voicing their opinions if they feel otherwise. Perhaps trying to define happiness is taking things one-step too far and it is better leaving this to the individual.

Perhaps it is better for employees to openly discuss opposing views. In fact, the ability to discuss different points of view or even conflicts in a non-threatening way is not only extremely healthy but also an invaluable way to bring a team closer together. Validating different points of view has the ultimate effect of creating a more creative and cohesive unit.

This openness also has the benefit of creating an environment whereby teams are united and focused on solving collective problems. For example, the case of an international chemical company that has a factory of 50 staff in Australia and several thousand people working for them in China.

TRAINING AND STAFF PERFORMANCE

Logistics Executive in conjunction with partners is committed to providing the most relevant and cutting-edge Supply Chain, Logistics & Executive development to your employees upgrading their future skills and helping to retrain. Our short and long-term courses include industry specific seminars, tier one accredited courses, and on-site customised training developed for Supply Chain and Logistics employers. Logistics Executive Training Academy provides Quality Training and Development for companies and organisations that meet their individual needs. We provide training and assessment services that are relevant, flexible and of the highest quality.



More Information on Logistics Executive Academy Training and Development Programs

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According to their safety incident report, Australia had 300% more safety incidents at their plant than the entire Chinese operation.

The differences upon further investigation were clearly related to how the information was being collated or rather not. It was clear that the difference came from the way that management was treating the issue. The management team in Australia where extremely safety focused. They held regular toolbox meetings and underwent ongoing safety awareness training.

However, their Chinese counterparts thought incidents denoted a failure and therefore found ways to avoid reporting them. For the company, which was publicly listed to meet its reporting requirements, the Chinese operation needed to be retrained to see the benefit of sharing information. They needed to learn that a safety incident could be an opportunity to improve things and not a failure.

This goes against the rule that most human resources teams employ which is to try to match "cultural fit" when recruiting new hires. A more astute

way of thinking would be to hire not to who your team is today but to hire based on were they need to be in the future. New team members may offer differences that your team will find challenging but which they can learn from.

It comes down to offering your staff authentic experiences that will challenge and stimulate them and ultimately make them feel a worthwhile member of your team.

In conclusion, employee perks can be a great way to incentivise staff, as long as these inclusions are part of a deeper strategy. Leaders who have a solid understanding of staff needs at a basic human level shape a productive team.

It is a fine balance that allows teams to self-actualize and companies to excel. It requires and an environment which is nonthreatening but also challenging, inclusive but not homogenous.

A leader who has undergone enough self-reflection, made enough mistakes themselves to know the nuances and levers to pull to get it right and a clear vision can only attain this delicate balance.

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Named by SCM World in 2015 as one the "Top 50 influential individuals in Asia' Supply Chain, Manufacturing & Logistics industry", Darryl is recognised as expert in the linkage of business strategy and supply chain best practices to human capital management. He brings 28 years of executive leadership and consulting experience and is regular contributor on thought leadership across numerous industry publications and is a frequent speaker at international conferences and events on business leadership, strategy & people alignment and talent management. He was instrumental in the creation of Logistics Academy and presently holds an advisory board appointment with industry group LSCMS. In 2014, he was appointed as one of five global experts to IATA's Global Innovation Award selection board and has held senior executive positions within the airline, air cargo and aircraft leasing industry.

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