

# THE FRESH CONNECTION

the ultimate value chain experience

Integrate . Collaborate. Improve

## Experiential Learning & Development

### WHAT IS THE FRESH CONNECTION?

- Highly interactive web-based business simulation
- Sophisticated experiential learning tool
- Rewarding team building opportunity
- Advanced way to make collaboration measurable
- Proven method to initiate change
- Opportunity to increase cross-functional awareness
- Leading tool to optimise S&OP

### THE MECHANICS

The Fresh Connection engages participants in making strategic and tactical decisions to save the fictional company - The Fresh Connection - from financial ruin.

Working in teams of four, participants represent the functional roles of Operations, Purchasing, Sales, and Supply Chain as they are challenged to consider corporate strategy and business objectives, means to effectively put strategy into action, contemporary business issues and trade-offs, and the need for structured decision making processes such as Sales & Operations Planning (S&OP).

By participating in 'rounds' that each constitute 6 months in the real world, participants are encouraged to be proactive and think more about long term decisions which can influence business performance, rather than focus on short term reactive measures that have a limited impact upon company profitability. Also experienced is the performance benefits gained by having effective communication, good decision making processes, and a known and followed strategy. Most importantly, highlighted is that good Supply Chain performance and execution of corporate strategy has a direct positive impact on company profitability.

### WHO WILL BENEFIT?

From Directors to Planners, and from Finance to Supply Chain and Sales, The Fresh Connection is an ideal development opportunity for cross-functions teams, S&OP leadership groups, development programs, and all those involved in optimising the value chain and increasing business performance.

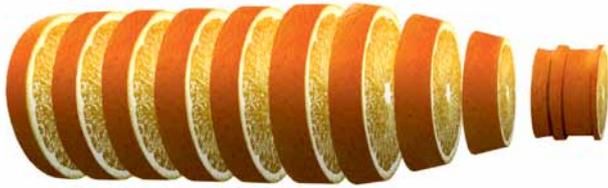
### LEARNING FORMATS

Dependent upon organisational requirements and desired learning outcomes The Fresh Connection provides companies with numerous learning formats to ensure business objectives are met. Ranging from a focus on team building and partnerships, through to corporate strategy and structured communication processes such as S&OP, the varying depths of learning experience include:

- Open competition: Ideal for team building and increasing cross-functional awareness of the end-to-end Supply Chain.
- In-company workshops: Can be structured between half a day or periods spanning months whilst including learning interventions to support the use of the simulation. Typically engaging a cross- functional group of key members of the value chain some of the key learning's include strategy into action, structured communication (S&OP), the need for collaboration, and trade-offs.
- Integration into ongoing in-company learning programs: Leading organisation around the world have identified the value of The Fresh Connection as a tool to engage management, teach core competencies, build partnerships, improve collaboration, manage change, and drive company profitability through achieving a shared vision and alignment through the organisation.

Hundreds of companies in over 25 countries have experienced  
**The Fresh Connection: the ultimate value chain experience!**

[WWW.THEFRESHCONNECTION.BIZ](http://WWW.THEFRESHCONNECTION.BIZ)



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## REFERENCES

**DuPont:** TFC in new global leadership program business4results

**Canon:** internal competition in EMEA (remote, webinars, 17 countries)

**Philip Morris:** Training program in Australia

**UTi:** Training 300 sales people at global sales conference Portugal

**Others:** Mars, Philips, L'Oreal, LambWeston, Sara Lee, TNT, GKN, McDonald's, etc.

## TESTIMONIALS

"S&OP is all about communication and considering the implications for roles beyond your own. The Fresh Connection makes collaboration measurable."

**Remco de Marie – EMEA Demand & Supply Management Director at the Canon Imaging Group**

"The Fresh Connection is a valuable tool for developing cross – functional partnerships with key stakeholders in the value chain; focused on driving profitability through collaboration to achieve a common vision allowing alignment of functional goals to meet company objectives. The keys to success are: education, behavioral change, team work, collaboration and partnership – all values which are entrenched in The Fresh Connection."

**Parker Kapp – Chief Supply Chain Officer at Philip Morris Australia**

"The Fresh Connection is a serious game that has added value to the GKN development program: a way to motivate teams in delivering performance using supply chain best practice out of their daily environment "

**Cyril Fougrouse – Global Supply-Chain Program Manager at GKN**

"We sell in Europe and we source from across the globe, this is an excellent platform for learning the importance of collaboration across the extended supply chain."

**Peter Surtees – Director of European Supply Chain at Kimberly-Clark**

"The Fresh Connection is ground breaking in that it puts participants in the cockpit of the ultimate "Flight Simulator", enabling rich learnings by application of collaborative business strategy across the elements of the Supply Chain. Teams can participate in a safe learning environment in which they learn from the simulation, the feedback it provides, professional facilitation, and each other. Participants in The Fresh Connection will be better prepared to deal with real life challenges and succeed in Agile and Changing Supply Chains."

**Kevin Farrington – Change Management Expert at 3pi International**

"Logistics is definitely an industry where effective cross-functional communication is crucial, but also important is a thorough understanding of the end-to-end Supply Chain. One of many great aspects of The Fresh Connection is its ability to present the importance of structured communication to its participants and demonstrate the cost of not communicating effectively."

**Ali Leghaei – Chief Financial Officer at MRL Logistics**

"The Fresh Connection was a challenging test of decision making, commercial awareness and learning agility that requires each individual to understand the impact of their role and actions on the profitability of the whole business."

**Adam Lockwood – Supply Development Manager at Mars UK**

"Every salesperson wants to be the best at selling, but if he does so to the detriment of the rest of the company there's no long-term future. This becomes crystal clear by playing The Fresh Connection."

**Niels Meijer - International Sales Manager NW-Europe at Lamb Weston**



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