

TRANSPORT WOMEN
AUSTRALIA LIMITED

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Chairs Report

I am writing this from home today on one of the rare work days that I get to spend here. When we shifted out to this property I had grandiose visions of either working from home or having more workdays off. Neither eventuated as life just gets too busy and we have to earn a quid.

It is springtime and lovely, either 'in the garden' or generally speaking and those of us bound to office desks all year usually don't get to appreciate this beautiful weather.

The only reason I am home is because one of our ewes has been crook and her lamb had died before birthing this morning. She hadn't been right for quite a few days and I have worn a track down to the yard she is in (checking on her through the nights). Not too sure I would have been able to actually extract the lamb however. A family member has a larger flock than ours and she has been

coming around monitoring the progress. Fortunately for the ewe and us, Nicky's expertise was invaluable. On a brighter note our poddy lamb Lucky from last year, birthed a girl lamb - Star on September 4th. Once again we required Nicky to assist with the birth and after a tricky start; Star is gambolling around the paddock being ever so cute. I have to say that it is good for the soul having animals as so many of you know. It's been quite a few years since we had a pet 'anything' and apart from the mishaps we just love it.



Lucky and Star

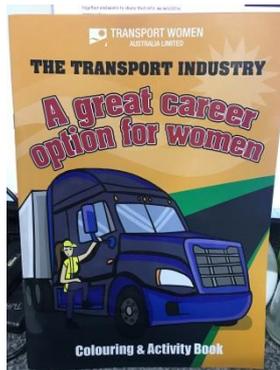
Now that October is here once again we are getting closer to the Australian Truck Drivers' Memorial Remembrance Day and Service which is held on the last Saturday in October each year. Sadly there will always be names to add because apart from people dying in truck accidents or at work, we now have a section of the wall for truckies who pass away from illness and natural causes. As I do the admin there, it pretty much takes up all my time in October organising the stonemason etc, processing applications and organising the service and dinner. It is very rewarding to be involved with this.



A pic from last year's Memorial Service

For the past year we have been working with Girl Guides Australia to put together a resource that will enable the guides to earn a 'transportation' badge. Most people would be familiar with what they do, but in essence the guide picks a topic that she may be interested in and does activities and learning in order to 'earn' a badge.

We saw this as an opportunity to highlight transport, suggest the career paths in transport a guide or 'female' could take, add some safety messages about interacting with trucks on the road and we developed an activity/colouring book for some fun but educational activities. The age group aimed at is 5 - 12 years, which we believe is ideal to educate and maybe steer a guide towards our industry for a future career. We are now looking to develop a resource/presentation and information to have available to take along to guide meetings and/or schools. We have no wish to replicate what is already out there, so if anyone has anything put together and wants to share that info, we would be appreciative.



The finished product

Also, if your local guide group is looking for someone to do this presentation and any of our members would like to assist, we would be appreciative. I believe this will be a great way to encourage young females to become part of our industry and consider transport as their career path. We are looking to launch this project in the very near future in conjunction with the Guides. Functions have been few and far between in the past year and I feel that we let the members down in their particular areas by not giving them a chance to network. There are two major issues with this, the main one being a lack of directors in a lot of areas, and as we know, each function requires a 'driver - someone to make it happen and also to host the event'. Secondly - a downturn in sponsorship and support for the organisation. Our organisation is funded by sponsorship and unfortunately we vie with the other organisations for the funding pool. Without adequate funds, we are unable to send directors off to other states to liaise with members or host functions. It then becomes a 'catch 22' and short of local members hosting events for us, I am at a loss what to do. Our next conference is coming up in Melbourne next year, so hopefully many of our members will set aside the time to attend - more on this later in the newsletter. We will have one more director joining the board at our AGM - Michelle Harwood from the Tasmanian Transport Association (previously with TransTrain). Michelle has a lot of enthusiasm and some great ideas and will be a real asset to the board.



Did You Know?

That broccoli is high in vitamin C and is a good source of dietary fibre and folate, and now scientists have found it may help type 2 diabetes sufferers. A recent study found that it contains an antioxidant that significantly lowers blood sugar.



Quotable

"You have the power to heal your life, and you need to know that. We think so often that we are helpless, but we're not. We always have the power of our minds" - Louise Hay



Father's Day Fundraising Raffle Winners

We drew the winners for our raffle on September 1st and filmed it to upload to our Facebook page.

The winners were:

1st Prize - The One on One Executive Coaching session with Ricky Nowak was won by Natalie Gray. Thanks to you Ricky for your donation.

2nd Prize - The Isuzu Merchandise pack was won by Sherrill Ives

Thank you to Isuzu for your donation.

3rd Prize - The T2 Gift pack was won by Elvis Lee. Thank you Jacqueline Brotherton for donating the prize

4th Prize - The Liz Martin book pack was won by Shirley Fuller

Thanks Liz for donating some of your books

5th Prize - The \$50 Shell Coles Express Fuel Card was won by Neville Jones

Thank you to Viva Energy Australia for your donation.



Edna replied, "He didn't hand himself, I put him there to dry.....How soon can I go home?"

Upcoming Events

TWAL AGM and EOY Dinner - Melbourne- Nov 27

There will also be EOY events in Sydney, Brisbane & Albury.

Date claimer for our 2018 TWAL Conference - Mark it in your diaries now - 18 to 20 May 2018



TWAL's 'Creating Connections' Conference

We are very busy working hard behind the scenes to put together our Creating Connections Conference to be held at the Mantra Tullamarine from May 18 to 20, 2018.

We were hoping to be able to make a big announcement in conjunction with this newsletter, but the finer points are still in negotiations, so you will have to be kept in suspense a little longer. We will be shouting it from the rooftops once we are able ☺

The next round of sponsorship offers will be going out soon, so if you would like to be part of one of the more 'personal and intimate' conferences held in this industry, we would love to have you.

And don't forget, we will be organising a special accommodation rate with the Mantra for our attendees, but more on that later.

Hope you have all put in your leave forms or hit your boss up for a chance to attend. We look forward to meeting all of you - both new and old, members and non-members, female and male. We welcome you all at our conferences.



A light hearted laugh for you

Ralph and Edna were both patients in a mental hospital. One day while they were walking past the hospital swimming pool, Ralph suddenly jumped into the deep end.

He sank to the bottom of the pool and stayed there.

Edna promptly jumped in to save him. She swam to the bottom and pulled him out. When the Director of Nursing became aware of Edna's heroic act she immediately ordered her to be discharged from the hospital, as she now considered her to be mentally stable.

When she went to tell Edna the news she said, "Edna, I have good news and bad news. The good news is you're being discharged, since you were able to rationally respond to a crisis by jumping in and saving the life of the person you love....I have concluded that your act displays sound mindedness. The bad news is, Ralph hung himself in the bathroom with his bathrobe belt right after you saved him. I am so sorry, but he is dead'.



Quotable

"When we speak we are afraid our words will not be heard or welcomed, but when we are silent we are still afraid, so it is better to speak" - Audre Lorde



Ellie's Epic Journey

The road transport industry achieves some amazing feats, and a very recent one, was the transfer, by road, of Ellie the giraffe from Australia Zoo on the Sunshine coast in QLD to Perth Zoo, a trek of around 4510 kilometres. Ellie is a 16 month old, who it is hoped, will breed with Armani as part of the Australasian Giraffe Breeding Program, which ensures that genetic diversity is maintained between giraffe populations. There are fewer than 80,000 giraffes roaming the African plains, with the numbers having declined dramatically over the last 14-15 years.

It was an epic journey, completed in four days. It was a massive undertaking, with consideration to Ellie's welfare, and the large scale logistics of such a trip. Every kilometre of the route was planned, bridges had to be measured to the centimetre and in places, powerlines even had to be taken down so her very tall crate could get through. Ellie had her zoo keeper Kaelene McKaye travel with her to ensure her welfare, as well as a team of professionals from TOLL that it took to pull off this massive transport feat.



Listening

Is listening the key to leadership?

"No one is as deaf as the man who will not listen".

Let's face it, if you're not listening you're not learning. If you're not learning about your clients and customers how can you ever begin to understand them and become an invaluable resource to them?



The foundation of ongoing relationships with customers is the level of value you are able to provide to them. So talk less and listen more. Give them the opportunity to tell you how you can be of value to them.

When is the last time you had a conversation with a client or were in a negotiation? Who did the talking and who did the listening? The one that talks less in a meeting has control of the meeting. How is this so? And why?

You are listening for key themes and words that will tell you everything about the context of the other person. This applies to clients, family, staff and anyone you are negotiating with. Bite your tongue and listen. You have two ears and only one mouth. Maybe this is a sign that we should be doing twice as much listening as we do talking!

I was coaching a client this week and the session went for about six hours. In that time, I spoke for about 10 minutes. Instead I spent the session listening and considering and responding. It had such an impact because I actually heard the context of the issues and was able to relay it back to them in line with the vision and background I have of the client. Once the client could really understand the context (rather than content) of the issue they were able to make better choices and decisions.

Similar to thinking time for yourself, listening time is not only important....it is powerful. Listening leads to respect, intelligence, a competitive edge and an ability to lead. It enables you to respond rather than react. I often say leaders are readers. And leaders are listeners.

If listening is so powerful, how come we don't do more of it? Fear! Think about it. If you were telling someone that they did the wrong thing and they stuffed up....a leader will listen and respond. A non-listener jumps in, reacts and tries to justify. Because of fear! Fear that they made a mistake. We have all done it!



My challenge for you today is to LISTEN. Listen to what is going on around you; the meetings, the interactions and see what happens. CONSIDER the information you are receiving and then RESPOND. See how that feels and what you now have to offer. After all, "the quieter you become, the more you can hear".

Article by Paul Siderovski and appeared in the Sept 2017 Enterprise Border Business Magazine

How to Network Like a Pro --- Even If You're Shy, Introverted, or Really Just Hate Doing It

The ability to network - to develop contacts and personal connections with a variety of people who might be helpful to you and your career - is a critical skill for any of us. A deep and varied network of trusted colleagues can help when searching for new business partners, when seeking investment opportunities, when looking for sources of capital or opportunities to develop your own skills, or even when looking for another job.

But chatting up strangers at a networking event isn't everyone's cup of tea. In fact, it can be so terrifying for some people that they avoid networking events altogether. But it doesn't have to be this way. Here are some simple and effective tips you can use immediately to turn networking into strength, rather than something you fear and avoid.



1. Bring a friend

One simple, but very effective tip is to bring a friend. This can help in a number of ways. First, it can often help you get the event itself (instead of coming up with reasons to avoid it). And then at the event, it's nice to have a go-to person you can lean on for introductions or even just as a friendly face in case conversations elsewhere start to dry up. Of course, you don't want to lean on a friend too much during the event, because in some ways that defeats the purpose. But used judiciously, a friend can be a tremendous asset and is often the first thing I suggest to people afraid of networking.

2. Have a reasonable goal

Don't feel you need to "work the room" and collect 50 business cards. Instead, keep your goals realistic. Decide as a goal that you want to make two or three good connections during the event - and then everything else is gravy. I find that having a reasonable goal like this makes networking much more doable for people who worry about their ability to 'work a room.'

3. Find times of the day that work best for you

Not all of us are early birds - so that 7am before work networking event might just not be your cup of tea. Perhaps you do better in the evening - in which case, you should look for those types of events to go to. The point is to know when you'll likely be at your best and at your most comfortable and make that knowledge work for you.

4. Find events that fit your personality

If you get intimidated by huge events, don't go to them, unless you absolutely have to (and in that case use tip #1 and bring a friend). Perhaps small events are more your cup of tea. And if so, seek those out instead.

5. Reward yourself for taking the leap

And then finally... reward yourself at the end for doing something outside your comfort zone. Take that walk with your friend. Do some yoga. Have a drink - or lunch - or a snack at your favorite restaurant. Whatever it is -- do something rejuvenating and rewarding because you deserve it.

You may never love networking. But if you can learn to make the types of minor adjustments I describe above, you might end up surprising yourself.

Article by Andy Molinsky and appeared on Linked In July 30, 2017

https://www.linkedin.com/pulse/how-network-like-pro-even-youre-shy-introverted-really-molinsky?trk=feed&lipi=urn%3Ali%3Apage%3Ad_flagship3_feed%3B3nQXes%2FsyS6h5U9e0wq6Yw%3D%3D&lipi=urn%3Ali%3Apage%3Ad_flagship3_feed%3BnqkWWB3GQcOWtu2xWidw4Q%3D%3D



Perfectionism Stops Progress

Women are typically more prone to perfectionism than men. We are the people pleasers, spending time interacting verbally and focusing on collaboration.

We are caregivers. We learned to not brag about accomplishments and, as a minority in the trucking

industry, we are aware that we are representing other women.

Kathy Caprino, a success coach and author, cites five ways this need to be perfect is detrimental to our careers:

~ You are difficult to be with as your need to be perfect alienates co-workers;

~ You hurt people with your critical and judgmental thinking;

~ Your standard of perfect taints your ability to manage people;

~ It cramps your creativity, because the creative process makes you uncomfortable; and

~ Your need for perfection pushes people away.



Elizabeth Scott, a stress management expert, cites these ways to identify whether you or a colleague are suffering from perfectionism:

~ Do you set goals and only accept a specific accomplishment? Anything less is failure?

~ Do you focus on small mistakes and forget the overall task and goal?

~ Are you pushing or pulling? Perfectionists are pushed toward a goal through fear of not reaching it, where high achievers are pulled toward a goal with the desire to make progress in the right direction.

~ Are your standards unrealistic?

~ Do you become depressed if you fall short of a goal?

~ Do you procrastinate because you are afraid of failure?

~ Are you defensive? Perfectionists are not as likely to view criticism as a way of making better decisions.

Do you have low self-esteem? Perfectionists are often self-critical and unhappy which leads to lower self-esteem.

Author Laura Vanderkam has written numerous books about the traits of successful people. She claims the 'key to making myself happy is not to be a perfectionist'

Article by Ellen Voie and appeared in Redefining the Road Magazine Summer 2015

Five things you must know about leadership in Australia

The results from the largest ever leadership study in Australia have been released. The Study of Australian Leadership (SAL) was conducted by Melbourne University and funded by the Federal Government. SAL surveyed 8000 individuals across 2500 workplaces. It involved senior leadership (CEO's), as well as frontline leaders and employees. Here is a summary of the key findings and my view on the takeouts for you as a leader.



Key findings:

1 Frontline leaders have the most impact on employees, shaping their work experience and creating the work environment.

~ Takeout: The performance of your frontline leaders, not your MD or CEO, matters most to your employees.

2 Leaders drive the organizational capabilities that lead to better performance.

~ Takeout: The better your leaders are, the better your organisation will perform.

3 Leadership is critical for innovation which is vital for business performance.

~ Takeout: Everyone is talking about innovation, but we should be talking about leadership driving innovation.

4 Engagement, culture, trust and 'intention to quit' are results of good leadership.

~ Takeout: Whether your people care or not, trust each other or not, or are going to stay or not, are direct results of leadership.

5 Investment in leadership development pays.

Leadership development results in more confident, capable leaders that drive both performance and innovation.

~ Takeout: Investing in leadership development means you will get better leaders, and with it, all of the benefits as outlined above.

A key question for you is, what are you doing about leadership development at your place? This research has just been released. It's hot off the press, it's reliable,, current and trustworthy.

When it's fun, it's better done

This week, my BWB (best work buddy) left the company. As excited as I was for him, I hoped his new company would relocate to Middle Earth forcing his return.

His resignation got me thinking about the importance of team fit and building meaningful relationships with colleagues. Sure, you're not going to be BWB's with everyone, yet creating a team culture that encourages support, fulfilment, and workplace enjoyment shouldn't be underrated.

To solidify my point, my BWB's biggest angst to leaving was the team and the *fun* we have. Over the past year we've introduced simple, inclusive and free team building initiatives, without even realising it. We've found common interests and introduced those into our work week to make our jobs, our team and our sub-culture positive and gratifying.



The fun aspect also impacts our daily tasks, we enjoy our 9-5 life and this shows in the quality of our work, the passion to get involved, and the dedication to succeed. Without a doubt, we have tough days too, we're in HR, it's a given. It's the ongoing support and trust we have with one another as a team that encourages and drives our interactions with one another. We're professional partners to the business, we simply love what we do, and where we do it.

You don't have to be a department head to instigate change, you simply need a little passion to get your team on board. Start small to get the culture change ball rolling.

See opportunities for positive change within your team and also your own position, question how your own attitude can create a positive butterfly effect. As a recruiter I like to engage with the greater business, stepping outside of the job brief to interact with colleagues across departments to understand the broader team fits and to learn the intricacies of the team that I'm hiring for.

Not every team will love cooking for each other, RnB Fridays, or hanging out with each other's dogs, but taking the time to contribute to your team's fulfillment will add another layer of value within your own role and expand your professional presence.

Article by Catherine Johnston and appeared on Linked In on September 27, 2017

https://www.linkedin.com/pulse/when-its-fun-better-done-catherine-johnston/2trackingId=yw4f1SiodDFPkXtml%2Fs2lw%3D%3D&trk=v-feed&lipi=urn%3Ali%3Apage%3Ad_flagship3_feed%3BJTKVvy8MTpWbWqao2VkpQ%3D%3D

Wellness Information



Ready, set ... go

The old adage where there's a will, there's a way is true for living an active lifestyle. Here's how to discover your fitness mojo.

Being active doesn't just make you feel good, it is good for you - that's not new. The list of benefits is long and sweeping, as almost on a daily basis scientists identify new health perks of regular physical activity. Despite this, far too many Australians continue to live sedentary lifestyles.

At the end of the day, even the most well-worn excuses are just that - excuses.

To make exercise part of your routine you need to prioritise and commit.

Start small. You don't want to overdo it in the first session and turn yourself off ever doing it again. Think about your current fitness level and start with something achievable, but slightly challenging. Aim to be active for 20-30 minutes per day. Thirty minutes of exercise a day is plenty - if you want to do more, gradually increase the duration.



Make it a non-negotiable. Rather than viewing exercise as a 'nice to have', treat it like any other element of your daily routine. Like having a shower, eating breakfast and going to work - you don't really think about it, you just do it.

Set a goal. Having an exercise goal, such as a fun run, to work towards, gives your training focus. Plus, you'll enjoy a real buzz crossing the finish line of an event you've dedicated time working towards.

Find a buddy. Having a friend to meet regularly and train alongside keeps you accountable, provides a social aspect to your activity and means you can motivate and support each other on tougher days.

Exercise busters. It's time to talk yourself into, rather than out of, your exercise regimen.

It's too cold. There's no such thing as bad weather if you're prepared for it. Cooler weather actually provides

the best conditions for exercise. You only get cold if you're standing still.

It's too hot. In really hot conditions think about taking your activity indoors, or choose to get your exercise via a refreshing swim. Remember to stay hydrated.

I haven't exercised in years. So, now is a good time to start.



I don't have time. You only need to find 20-30 minutes a day - about two percent of your day. Identify a window in your schedule and make that your time for exercise. If it means starting your day half an hour earlier, do that. Before long it'll be fixed into your routine and it'll feel automatic.

Article appeared in The House of Wellness August 2017 edition and was written by Claire Burke

Superannuation

Lack of confidence holding women back

It's well recognised that lower average incomes and workforce participation rates are key reasons why the average Australian woman retires with about half the superannuation than her male counterpart. Less understood is the relationship between gender retirement outcomes and the tendency for women to be less confident than men in their ability to manage money.



A report by the Australian Government Financial Literacy Foundation, "Financial Literacy - Women understanding money" provides valuable insight into the differences between the self-perceived investment ability of men and women. The study found that women were less confident in planning their financial future. More than half the women surveyed admitted that they found dealing with money stressful and overwhelming, despite many of them being highly confident in their ability to budget, save and protect their money and deal with credit cards.

A recent study commissioned by Wells Fargo reinforces these findings, with two in five affluent women (41%) saying they are 'not at all' confident in their ability to

invest. The study of 600 women with a median of \$455,000 in investable assets and \$145,000 in household income found that even having wealth and a desire to save did not translate to confidence in participants' ability to invest.

Other studies have identified eight traits seen as unique to female investors. These include less self-confidence, being a less active investor, more risk averse, and more willing to learn from mistakes. Ironically, these qualities are contributing to the success of many female investors, even if they don't feel confident with investing.

Honesty is key to financial success

According to (Canada-based) financial analyst and researcher Barbara Stewart, financial confidence is not built through text books but rather through real life experiences such as those of friends, family and mentors.

Barbara's Tips for Getting Started Include:

1. **Determine whether or not you are interested in investing - be honest with yourself.** - Many women aren't really interested in learning more about finances so they don't actually do anything about it. Acknowledge the truth and move on. If you are not interested in learning about money matters, it makes sense to hire a professional manager.
2. **Reflect deeply on your personal values.** - Decide what is important to you and structure your finances accordingly. You will be far more likely to stick to a plan if it resonates with you.
3. **Get started either with a trusted advisor or choose to do-it-yourself with an online account.** - Do not defer your authority to friends or family - it is unlikely that they actually know more than you do.

Article appeared in Supertalk Dec 2013



Some Top Tips from Volvo to get the best from your vehicles

Managers as well as drivers can increase safety and productivity and lower fuel consumption, for the benefit of themselves, their customers and those sharing the road. Here are Volvo's top 10 tips:

1 Trip plans:

~ Seek flat roads or a route that minimizes heavy engine or brakes use

~ Get latest updates on road, traffic and weather conditions

~ Try to avoid rush hours

2 Vehicle Checks:

~ Daily routine pre-journey checks covering front to rear, interior and exterior, including mirrors and seat positions, plus check that vehicle runs normally.

3 Avoid Overloading:

~ It is directly linked to the vehicle's fuel consumption

~ Be aware of the legal load limit and the maximum safe capacity of truck.

4 Health and body:

~ Always get enough rest and try to relax before long-distance driving

~ Stretch before a long journey to improve blood circulation and reduce aches and pains while driving

~ If tired on the road, take a break!

~ Stay hydrated.

5 Constant Speed:

~ Where safe, use cruise control

~ Keep speed as low as is practical

~ Avoid strong and sudden use of brake and accelerator.

6 Minimise gear shifting:

~ Maximise top gear usage. Do not shift down too early when slowing

~ If conditions allow, use skip shifting to reach normal cruising speed.

7 Coast like a pro:

~ Back off the accelerator - let the truck roll

~ Keep brake applications to a minimum and maintain a safe momentum

~ Take advantage of the topography or terrain.

8 Minimise idling:

~ Park brake on, engine off!

9 Regular vehicle maintenance:

~ This can reduce costs of wear and tear, and the need for repairs

~ Keep vehicle in prime operating condition

~ Conduct a comprehensive check every week.

10 Always be safe!

~ Plan your route and, where possible, avoid bad weather conditions and traffic congestions

~ Conduct proper and regular checks/maintenance

~ Do not overload vehicle

~ Do not use your mobile phone while driving

~ Avoid alcohol before or during the drive

~ Keep to a safe cruising speed without sudden braking or acceleration.

Article appeared in Owner Driver August 2017 issue

2017: Your Year of Digital Transformation

Digital disruption has had a profound effect on every industry, but the changes are perhaps most striking in industries like transport and logistics. It seems counterintuitive, as these industries are concerned with the production, distribution, and selling of physical goods, but technology trends like the ubiquity of mobile, improvements in human-machine interaction, and the rise of smart sensors are transforming how goods are made and delivered.

To meet these increased expectations, logistics and warehousing companies need to deliver new products and experiences, be extremely agile and adjust to changes in the marketplace quickly, and make business processes smooth and invisible to the end consumer. Customers simply won't tolerate delays because of a supply chain issue, and low switching costs mean that customers can simply switch to another vendor.

Making the move to a fully-fledged digital business is not something that a warehousing company can lightly achieve, and the journey from 'analogue-digital' consists of a number of key converging pathways: from the ideological to the business and the business to the technological. Each is equally important to understand and reconcile if a company is truly to reach its digital summit.

Warehousing companies all over the globe have been going through a massive business transformation

over the last decade. The successful adoption of integrated ERP, mobility solutions, social networking, cloud computing, and data analytics have enabled companies to stay ahead of the curve, but have also required companies to become more agile, responsive and forward facing - a serious challenge for the bigger, more established names.



Indeed, companies fighting to compete in today's hypercompetitive world face demanding customers and ever more complex supply chains. The challenges of maintaining B2B/EDI interactions with suppliers and trading partners are constraining organisations' ability to compete. Indeed, decreasing partner on-boarding time, slashing the time required to make changes to partner configurations and reducing the risk or cost by replacing a legacy or customer point-to-point B2B/EDI solutions are mighty challenges. To achieve business relevance in the 21st century warehousing companies (of all shapes and sizes) must train as marathoners, able to deliver long term, complex and difficult projects, but also as sprinters who can deliver quick wins that come in on time and on budget.

Today, warehousing companies in Australia that have invested in ERP solutions are now embarking on transformation for three main outcomes: to change the customer experience, dramatically optimise internal processes, and transform their business models. It's becoming clear that being good at connecting different technologies and information systems together to enable these changes is the cornerstone of transformation.



The challenge of connectivity inside the enterprise has changed dramatically over the last few years. Many organisations are going through some form of digital transformation and IT plays a critical role in that. Traditionally, integration was about connecting heavyweight middleware, within the four walls of the enterprise. That landscape has changed with enterprise cloud adoption and mobile now the standard platform for new applications. The pressure on companies to manage an increasingly complex technology landscape is critical for

transformation to be a reality - the old way of doing things will not work.

Digital transformation is about change in technology, process and culture, so taking small steps with an ongoing focus on change is necessary. From a technology standpoint, companies need to have a strategy that:

- a. Enables the business to self-serve data without having to go through central IT every time (which slows everything down). IT should be adopting a bi-modal approach to address this.
- b. Central IT needs to term themselves into a platform for the business. Instead of servicing requests in a project-to-project fashion, IT needs to organise its core assets as services to the business.
- c. The company board and leadership must be willing to invest in helping central IT shift to this new role in the company. Setting a direction and key principles will help enable people make better decisions.

At the same time, the expectations of those working in the warehouse have changed: operators want more data at their fingertips, and at the right time. Indeed, employees, partners and direct customers want to work with their vendors through their smart phones.



This creates a new enterprise landscape that becomes highly fragmented. There are now thousands of new end points that you need to connect to. Everything from different apps that don't live in your data centre to developing API to create new digital channels and deliver better customer service through mobile interactions. Everything needs to connect.

In addition, in digital transformation, distribution channels and engagement channels are digital. The challenge or opportunity of this is that everything moves a lot faster. Digital products can be created in days if not weeks, new digital business units can be spun up in emerging markets within weeks, business processes can be more organic and change with the business. To do this well, companies need to have a good strategy for connecting their ERP assets as the needs of the business change.

There is no 'right' moment to start on a digital transformation journey. Companies just need to start it with their next project. Digital transformation is a definition of a future state for the company with some guiding principles to making decisions going forward.

Article by Robert Frandsen and appeared in MHD Supply Chain Solutions Jan/Feb 2017

Administration News

~ If you are worried that your email has not been received by admin, try cc'ing it to fionariley@optusnet.com.au pam@dphaulage.com.au as well as to the admin address. Between the three addresses you are bound to have success with at least one of them. Don't forget, if you want to contact us urgently, a phone call is always the best method.

Updated your details lately???

We have been told in the past that "I haven't been getting anything from you". In most instances, it is because we have an incorrect email or postal address for you. If you change yours, please let us know, or you will be one of these people that miss out. If your details change, let us know so you don't miss out on anything good. Also, don't forget to let us know if you have a name change, for example, get married, so we can keep our records up to date for you ☺



Another Thought for the day

"Do what you feel in your heart to be right - for you'll be criticised anyway. You'll be damned if you do, and damned if you don't" - Eleanor Roosevelt



Contact

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