

3 Supply chain

- ▶ force field analysis
- ▶ cleft sentences
- ▶ roleplay: presentation of a change management plan

Internet research

Search for the keywords *JM Fisher's Process of Transition*. Discuss how well this description fits your own experiences of change.

3.4 Management skills Managing change

Discussion

1 Work in small groups. Discuss what you would change about one of the following in order to deliver better services to customers.

your city or country's public transport system
 your country's professional sports league
 your country's system of medical care
 your own idea


2 As a task force, turn some of these problems into opportunities.

- 1 Using the SMART criteria (Specific, Measurable, Achievable, Realistic, Time-bound), define the objective(s) that you would like to reach, and write a mission statement.
- 2 Compare your mission statement with those of other groups. Do they match the SMART criteria? Which ones inspire you most? Why?

Listening for gist

3  **1:41** Listen to an interview with Goran Radman, a Change Management Consultant. How does he help retail companies?

Listening for detail

1  **1:41** Listen again and complete the summary and the force field analysis chart below.

- 1 Goran Radman helps retailers to move towards an _____.
- 2 At the top of every retailer's wish list is the ability to _____ in real time.
- 3 This system aims to eliminate _____, stockouts and returns.
- 4 CPFR stands for _____.
- 5 To design an ideal system all the partners need to _____.
- 6 After performing a force field analysis, Goran's job is to _____.



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CPFR
 force field analysis
 think outside the box

