

# WORKSHOPS

For businesses in the Ocean  
Technology and Defence Sector

## SUPPLY CHAIN CHAÎNE D'APPROVISIONNEMENT



### NEXT SESSION:

MAY 2019

In partnership with ABCMI



### WEBSITE:

[www.learnsphere.ca/our-programs/supply-chain-1-2-3](http://www.learnsphere.ca/our-programs/supply-chain-1-2-3)

### A FREE BUSINESS LEARNING PROGRAM:

For small and medium-sized  
businesses

### INDUSTRY:

Ocean Technology and  
Defence

## ABOUT SUPPLY CHAIN 1-2-3

Supply Chain 1-2-3 is a learning and development program to support growth-oriented companies. This program will help you learn how to sell more in existing channels or expand your reach to new channels. Gain the knowledge, skills and tools you need to help your business compete.

## ABOUT THE FACILITATORS

**Dale Thibodeau** is an experienced business consultant. Having worked in senior positions for large provincial and national companies, he has expertise in business development, business performance and negotiations.

**Catherina Kennedy** is a senior management consultant who leads business development and procurement for both private sector and government. Her sector experiences cover oil & gas, ocean technology, aerospace & defense, environment & IT in local and international markets.

**Laurie Bourque** has owned Kensington and Associates since 2003. He specializes in business analysis and assessment, as well as facilitating business workshops. He also developed the corollary workshop, Writing RFPs, for organizations that use this process.

**Daniel Fay** has been facilitating workshops on project management for more than twenty years. He is a certified Project Management Professional (PMP) who helps businesses adopt project management, and individuals work towards their certification.

*"I have left every session with valuable and actionable information and it's been a great way to meet other members of the local business community. The workshop has given me the tools to better identify which opportunities to pursue to grow the business overall. It's been a great learning experience."*

**- Erin Cahill, NavSim Technology**

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*"The sessions have been helpful in recognizing some of the common challenges faced by companies in the industry.*

*The collaborative nature of the workshops have helped focus discussion around these challenges and potential solutions based on the group's experience."*

**- Michael Howley,**  
GRI Simulations

**93% of past participants said they increased their company's likelihood of becoming part of a supply chain.**



*"The facilitators provided solid insight and tools; as a group we discussed the insights and brainstormed ideas on how to make decisions that ensure sustained profit growth."*

**- Kevin Kelly, COO**  
Genoa Design International

## Descriptions and Learning Objectives

Participate in 8 interactive modules over 2-3 months

### 8 interactive modules, including a experiential learning event

#### Position Your Business for Supply Chain Success

Learn how to find where you fit and determine when opportunities make good business sense. Develop an awareness and understanding of market size and share and its influence on growth decisions. Review benchmark financial performance. Demonstrate how capacity and customer expectations drive pricing decisions and have a material impact on project and overall company profitability.

#### Setting up for Success: Certification, Processes & Regulations

Learn how to prepare your business for success by implementing core skill and competency development programs and measurement systems. Sophisticated Supply Chain buyers look for organizations with continuous improvement and Lean operational cultures. Learn what buyers are looking for and when and how to implement these systems, including their benefits and drawbacks. Find out how to implement easy-to-maintain Key Performance Indicators (KPI) and financial metrics that provide insights into your current and future financial performance.

#### Business Development Essentials

Grow your business by learning the fundamentals of business development and marketing. This workshop will focus on core business development activities, offering a combination of tips, techniques real business experiences and knowledge on how to be successful at business prospecting and growth. Learn to identify, connect and engage with target audiences and ultimately win and retain new business.

#### Business Development – Focus on Engagement

Learn how to make and sustain the critical business relationships needed to grow, achieve and succeed in business, develop and sustain solid customer relations, and successfully present a product or service. In this workshop, you will learn how to increase business development opportunities by seeking out the right relationships. Get support on how to manage successful customer relationships and build the right customer pipeline. This workshop will also offer expert advice on how to pitch your product/service and secure a deal.

#### Successfully Shaping and Responding to the RFP

In this workshop, you will develop a strategic approach to analyzing the Request for Proposals (RFP). You will also gain tools and tips to create an effective process for writing successful proposals.

#### Managing Supply Chains: Logistics, Financing and Export

Learn how to set up effective supply chain networks for your business. Find out when to go direct, and when to use partnerships, agents or other supply chains. Learn how to set up regional, national and international logistics networks and supply chains and understand which rules, regulations and certifications apply.

#### Project Management Fundamentals

During this workshop, you will learn about essential project management tools, and how to apply them to successfully manage your supply chain contracts. You will learn how the use of proven project management tools and techniques will improve your companies' abilities to deliver on time, and on budget. This workshop will help you understand the value of thinking ahead and the importance of leading a project well to ensure a smooth-running operation. You will hear success stories (along with pit falls) to help you manage the exciting expansion of your business.

#### Meet the Buyer – Experiential Learning Event

This experiential learning event will involve interaction with sector experts. You will get the chance to put your new skills to work in a "Meet the Buyer" simulated event.