# A Roadmap for Implementation of Strategy

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**Purpose:** Use systems thinking approach and develop a roadmap for the full-scale implementation of EMC’s Packaging Management Fulcrum (PMF) strategy.

## Methodology

### PMF
- Supplier as a partner
- Innovation and financial impact
- Scorecard for suppliers
- Sustainability summit
- Frustration free packaging
- Collaboration across the value chain

### Industry Best Practices

- **Supplier as a partner**
- **Innovation and financial impact**
- **Scorecard for suppliers**
- **Sustainability summit**
- **Frustration free packaging**
- **Collaboration across the value chain**

### Learning from Experts

- Dance of change
- Capability trap
- Balancing & reinforcing loop
- Integrate sustainability into business strategy

### Analysis

- **...IDEA...**
- **BRAINSTORMING**
- **ONLINE SURVEY**

## Activities

1. **Assessment of Strategy**
2. **Systems Thinking**
3. **Strengths & Opportunities**
4. **Full-scale Roadmap**

## Strategy Execution

- **Make Revisions**
- **Make Sense**
- **Make Things Happen**
- **Make Choices**

## Model for Implementation

- **Structure for Program**
- **Goals**
- **Resource Allocation**
- **Systemic Changes**
- **Top Leaders’ Support**
- **Distributed Partnership**
- **Results**

## Proposed Roadmap

- **Phase 1** (30 Days)
  - Strengthen the structure for the program
  - Establish shared goals
  - Institute a process for regular communication
- **Phase 2** (60 Days)
  - Allocate resources
  - Improve data collection process
  - Train PMF members & Suppliers
- **Phase 3** (90+ Days)
  - Develop distributed partnership
  - Endure systemic changes

## L-Lab Tools Used

- Iceberg view of systemic change
- Four Player Model
- Ladder of Inference
- Shifting the Burden