

## ***The Toolbox-Our Changing Profession--April 2010***

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As an ISM member for years, I've received the monthly magazines, including the original "Purchasing World" trade journal which in 2001 changed to the "Inside Supply Management" format. I subscribed at work to Packaging Digest, Quality Digest, Logistics Management, Electronics Buyers' News, Tube Fabricator and many others. I now receive the electronic formats when available in my current areas of interest, and save the available .pdf files onto my memory stick. I can then read them from my laptop, desktop at home, or any other computer I may have access to, while I am traveling. Google and other search engines are working with the Library of Congress, microfilming companies and other large universities and think-tank organizations, to develop protocols for digitizing of archived publications and writings all previously in paper format. It was the subject of a recent C-Span documentary, only a month or so ago.

In the March email from ISM, with the digital version, they explained a new feature of the e-zine version is to include additional supplemental articles, available each month, that for one reason or another either did not make publication time or they have brought in resources from previous issues and archives, which are pertinent to the current issue's topics. So, I went to the ISM site, Inside Supply Management, monthly archives, and opened the supplemental articles. Quite fascinating, a series of over 15 articles, only a few of which I mention here:

- 1) Responsive Supply Organizations Require Proactive Planning
- 2) Sustainability—Embracing a Holistic Approach
- 3) Recognition and Rewards—to Motivate Your Supply Management Personnel
- 4) Reaching Out to Realize Cost Savings

One additional link was: ***The Future of Purchasing and Supply: Table of Contents***. It was a CAPS study, released by ISM, Arizona State University, MSU and A.T. Kearney, back in May 1998. It focused on 18 topics, which they felt would drive major changes to the profession over the coming 5 and 10 years. The sixteen separate articles linked below the original article, covered a time span from May 1998 to November 2000 bridging 15 of those specific issues. Now, almost 11 years later, amazingly, they were pretty much on the mark with their predictions! There have been a lot of changes in 10 years. ISM's name changed, so did the main magazine/trade journal. The C.P.M. has been updated, to the new, CPSM.

We have a multitude of new and ever-changing resources available to us thru the internet and networking. My Space, You Tube, Facebook, LinkedIn and various Groups and Blogs available today, put us just a keystroke away from information overload! Here are just some I periodically peruse: a) Strategic Sourcing & Procurement Group –LinkedIn, b) Continuous Improvement, Six-Sigma & Lean Group members–LinkedIn, c) ISM Members Group –LinkedIn, d) Capgemini Supply Chain—promoted sponsor of ISM., e) ProPurchaser.com, also a frequent partner/advertiser with ISM, f) Reed Business Publications website, which includes blogs and current/past issues of Logistics Management, Packaging Digest, Purchasing, to name but a few. Pick your interest—there is surely something there for you related to your job! In addition, there are the job posting websites themselves, which I still have to frequent. I too, suffer from information overload. Think about it, your cell-phone currently has more memory than your first business computer or the floppy disk!

Schools, universities, head-hunters and individuals, are all posting video clips on YouTube, as an alternative to the original "Press Release". Some seek "their 15 seconds to fame", but ask yourselves--why are head-hunters and universities now including YouTube in their marketing plans? Simply because so many people peruse these media sources daily! Newspapers & publishers are shutting down their presses permanently. It's a "no-brainer", dissemination of information is imperative to survival in business.

Here is our challenge—can we continue doing what we've always done? Nope—it's not good enough! The photo poster with ducks or penguins--said it best: "Lead, Follow, or Get OUT of the WAY!" Some of the options once available are disappearing, replaced by new formats. Reading a book has become a "transformer"--the audio book once was only a cassette, now streaming video, the Ipad, Sony e-books, and just new, the **Ipad**. Downloads may be the next chapter, like iTunes. Bookstores like Border's, are on the cusp of bankruptcy, noted on Yahoo business, just a couple days ago. Dick Tracy's wrist radio was only the beginning. Can you step up to today's new demands, for new ideas and means of information gathering? They are affecting your job and how we do business moving forward. Keep exploring the new resources available! You and your company will both benefit—dt.