

International award “Develop Leaders! Talents in Supply Chain Management” presented

Siemens wins award for international training program

Bonn, October 6th, 2009 – The Supply Chain Management Institute (SMI) of the European Business School (EBS) presented the first international award “Develop Leaders! Talents in Supply Chain Management” to Siemens. Further prize winners were Nestlé, The United States Postal Service (USPS) and Swisscom.

“Global networks are growing faster than our ability to control them. This is very worrying”, said EBS president Prof. Dr. Christopher Jahns at the award ceremony at Schloss Reichartshausen. “But it is encouraging that more and more top managers are recognizing this leadership gap and are investing in development programs.” The best of them were nominated for this award, the first of its kind.

In December last year the European Business School, together with its Supply Chain Management Institute (SMI) and BrainNet Supply Management Group AG, the sponsor, invited leading companies from around the world to submit their development concepts for consideration for the award. More than 50 companies accepted the invitation. In spring of this year a jury of 12 international top executives and academics reviewed the concepts submitted, with regard to effectiveness, efficiency, company specificity, business impact, follow-up and, above all, sustainability. Ten were shortlisted and four went on to receive a prize at the gala awards ceremony at the European Business School on September 30th. The best concept came from the transformers division of Siemens Energy.

“Siemens achieved quite a feat, using a project-based training program not only were more than one hundred supply chain managers equipped with the necessary skills”, Nicole Gaiziunas, Managing Director of SMI Executive Training, explained. “The program also produced a return on education just one year after the completion of training.” If you weigh the expenses for the development of the program and the trainer fees against the efficiency improvements and cost reductions achieved in the training projects, then the payback on the training was much greater than the costs. For Thomas Holzner, Vice President of Supply Management at Siemens, who accepted the award presented at the ceremony by Sven Marlinghaus, Partner and Member of the Board at BrainNet, this is the major benefit of transfer projects: “The training is not theoretical but is based on real tasks taken from day-to-day work life with a direct and measurable business impact.”

In second place was Nestlé with a train-the-trainer concept that manages to eliminate the most common cause for the failure of internal training programs (lack of acceptance of the colleague-trainer). Nestlé has thus created a program that is, today, one of only a few in the entire world which is successful. Third place was shared by The United States Postal Service (USPS) and Swisscom. USPS was chosen because they are one of very few companies world-wide that have had success right from the beginning in implementing a web-based supply chain academy – with the help of a training marketing campaign brand like a “Hollywood Blockbuster”. Swisscom’s concept demonstrates that even simple development processes can be designed so well that they can significantly improve and accelerate the development of talent. The Swiss structured the introduction, program and development paths of their corporate academy in such a well thought out way and so precisely that individual components fit together like Swiss clockwork.

In the recently published book about the award, Nicole Gaiziunas has documented the concepts of those who placed best as well as a lot of best practice from leading companies. The book was published by mi-Verlag and is entitled “Development in Supply Chain Management Turning Buyers in Supply Chain Managers”.

About the BrainNet Supply Management Group AG

BrainNet is one of the leading international brands for supply chain management consultancy. Employing 220 members of staff, BrainNet turns over €30 million globally. BrainNet develops and realizes tailored solutions for more than 80 of the companies listed in the Global Fortune-500 and around 240 fast growing SMEs. For years, BrainNet has had offices in Bonn, Boston, Budapest, Chicago, London, Mumbai, Munich, Shanghai, St. Gallen, Stockholm, Tampa and Wroclaw.

The current study, "Hidden Champions of the Consulting Market" by the Scientific Society for Management and Consulting (WGMB) puts BrainNet as the number 1 purchasing consultant in Germany. The company is – together with Roland Berger – also the only consultancy to be listed in the Hidden Champion top 5 ranking in all the supply chain management disciplines (purchasing, internal supply chain & processes and distribution logistics).

Through its close collaboration with the Supply Chain Management Institute (SMI) at the European Business School (EBS), BrainNet offers a totally unique value-creation chain ranging from research and training young talent at leading business schools to implementing consultancy projects and strategic qualification of top managers and supply chain managers.

For more information about BrainNet, please go to www.brainnet.com

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