

Operational Excellence Leadership Group Meeting Q3
Tuesday 21st January 2025 10:00-12:00

Attendees: Mark Worrall (*BBI*), Ian Heptonstall (*Supply Chain Sustainability School*), Emma Thompson (*Taziker*), Mohammed Ilyas (*Colas Rail*), Michael St Louis (*Supply Chain Sustainability School*), Kimberley Coxon (*Octavius*), Sam Endor (*Homes England*)

Please note these meeting notes are to be read in conjunction with the agenda and final slide deck as circulated to all.

VIEW RECORDING - 95 mins (No highlights)

Meeting Purpose

Plan operational excellence group activities for the upcoming year and review performance metrics.

Key Takeaways

- Significant engagement increase in Q4 2023: 20-30% growth in various metrics
- New focus areas identified: data collection/reporting, linking operational excellence to business pain points
- Shift towards more engaging content formats: short videos, podcasts, case studies
- Ambitious 20% growth target set for 2025-26 with same budget

Topics

Performance Metrics Update

- Engagement targets exceeded: 3,299 individuals trained vs 3,900 annual target
- Company reach increased 10% to 1,280 vs 1,700 target
- New lean assessments driving engagement: 389 new assessments since October launch
- Virtual conference upcoming with 373 registrations

Content Strategy

- Shift focus to solving business problems vs teaching lean tools
- Link operational excellence to carbon reduction, safety, innovation, wellbeing
- Develop short (90-second) video case studies on key pain points
- Experiment with podcasts for broader reach
- Maintain research papers for academic/professional backing
- Improve case study tracking to demonstrate impact on businesses

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Data and Measurement Focus

- [New focus area: Help businesses understand data collection, usage, reporting](#)
- [Address confusion between data vs information](#)
- [Link to emerging regulations \(e.g. CSRD in EU\) and investor demands](#)
- [Teach basics of KPIs, data verification, turning data into actionable insights](#)

Cross-Group Collaboration

- [Engage with digital, infrastructure, construction, and offsite groups](#)
- [Explore synergies with wellbeing, biodiversity, social value initiatives](#)
- [Consider regional group engagement opportunities](#)

Delivery Methods

- [Continue successful webinars, workshops, virtual conferences](#)
- [Develop 6 talking head videos linked to key pain points \(90-120 seconds each\)](#)
- [Create podcast series interviewing industry experts](#)
- [Maintain e-learning and assessment offerings](#)

Next Steps

- [Ian/Michael to create short slide deck with updated business plan by end of next week](#)
- [Circulate full list of school groups for potential collaboration](#)
- [Schedule site visits for Supply Chain School staff \(Jim to host\)](#)
- [Michael to send follow-up email with session registration links and Q4 meeting invite](#)
- [Implement 20% growth target for 2025-26 across engagement metrics](#)

Action Items

- **Email participants: registration pages for upcoming sessions, list of all school groups. Send by end of next week. - [WATCH \(5 secs\)](#)**
- **Create business plan summary slide deck w/ focus areas, delivery methods, targets. Collaborate w/ Michael. Send to Mark by end of next week. - [WATCH \(5 secs\)](#)**