

Strategic Insight™ Workshop

FOOD SAFETY EXPERTS 


ALERTA
food processors association

Strategic Insights For Challenging Times

As a manager you know there is a lot going on in the food industry at the moment. Here are just some of the challenges you have to deal with:

- **Transport costs** are higher than ever given the high fuel prices and the exorbitant prices for container shipments on various routes.
- **Access to labour** is a big challenge, and it is equally challenging to retain the right people in your organization.
- Many of the **raw material costs** have increased over the last year due to low-yield crops and disrupted supply chains.
- Retail is putting a lot of pressure on food manufacturers to not increase their price, which puts **margins under significant pressure**.
- With the pandemic (hopefully) moving towards an end, the **workforce is exhausted** and needs to be cared for in order not to have a lot of people walk out.
- Increasingly, new hires just don't show up on their first working day – and even worse they don't inform you up front... it is becoming **a struggle to attract the right people**.

Workshop Details

In collaboration with one of our newest members, the Food Strategy Institute, we host a full-day in-person **Strategic Insight™ Workshop** for managers who wish to take decisive, strategic action in the light of all that is happening today.

The workshop will be hosted by Rob Kooijmans, CEO of the Food Strategy Institute. Rob has a vast experience in the international food industry and has been part of many strategic change processes at companies like Unilever, DSM and Farm Frites. Since 2012, he (and his team) have helped dozens of companies around the globe to significantly improve their business performance by taking a more strategic approach towards running the business, based on the **Strategic Results™ Program** of the Food Strategy Institute.

During the first half of the workshop, Rob will share the Food Strategy Institute's unique approach to identifying opportunities in the market and internally in the company. During the second half of the workshop, Rob will guide you to focus on identifying opportunities in the human side of your company and look at wider supply chain risks.

The number of seats for the Strategic Insight™ Workshops is **limited to 5 companies**. Each company is invited to nominate **two participants per company** for the workshop, as a lot of internal discussion will be needed to come to profound insights and impactful actions.

The participants will get to grips with some of the valuable tools of the Food Strategy Institute during the workshop. So, expect to roll-up your sleeves and create meaningful and impactful insights for your business! The process will be very hands-on, and the participants will work in pairs (per company). As part of the work, the participants will create inputs for a short-term action plan which will help to move their business forward

During the hands-on sessions in the workshop, Rob will move around between the participants to help and answer any questions. We will make sure there is sufficient room available to discuss everything in a **confidential** manner with Rob.

As a bonus, the Food Strategy Institute will set-up a 1.5 hour online meeting with each of the participating companies one month after the workshop, so ensure their action plan is moving forward and tangible benefits are achieved.

Calgary – Tuesday May 31st 08:30AM – 17:30PM
Edmonton - Thursday June 2nd 08:30AM – 17:30PM

The special AFPA price : \$1299

[Click here to register today](#)

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