

# C2 - Cultivating Collaboration

## Profiting Through Partnership



# C2 Survey Paradox

## Long Term Thinking

Acceptable returns,  
taking the profitability of  
customers & suppliers  
into account

**86%**

Goals closely linked to  
supply chain partners

**26%**

Full open info sharing  
throughout the supply  
chain

**12%**

The background of the image is a close-up, high-resolution photograph of dark, rich soil. The soil has a crumbly, granular texture with various shades of brown and black, suggesting it is fertile and well-aerated. The lighting is somewhat uneven, creating subtle gradients of color across the surface.

# The Collaborative Shift

**from transactional..**



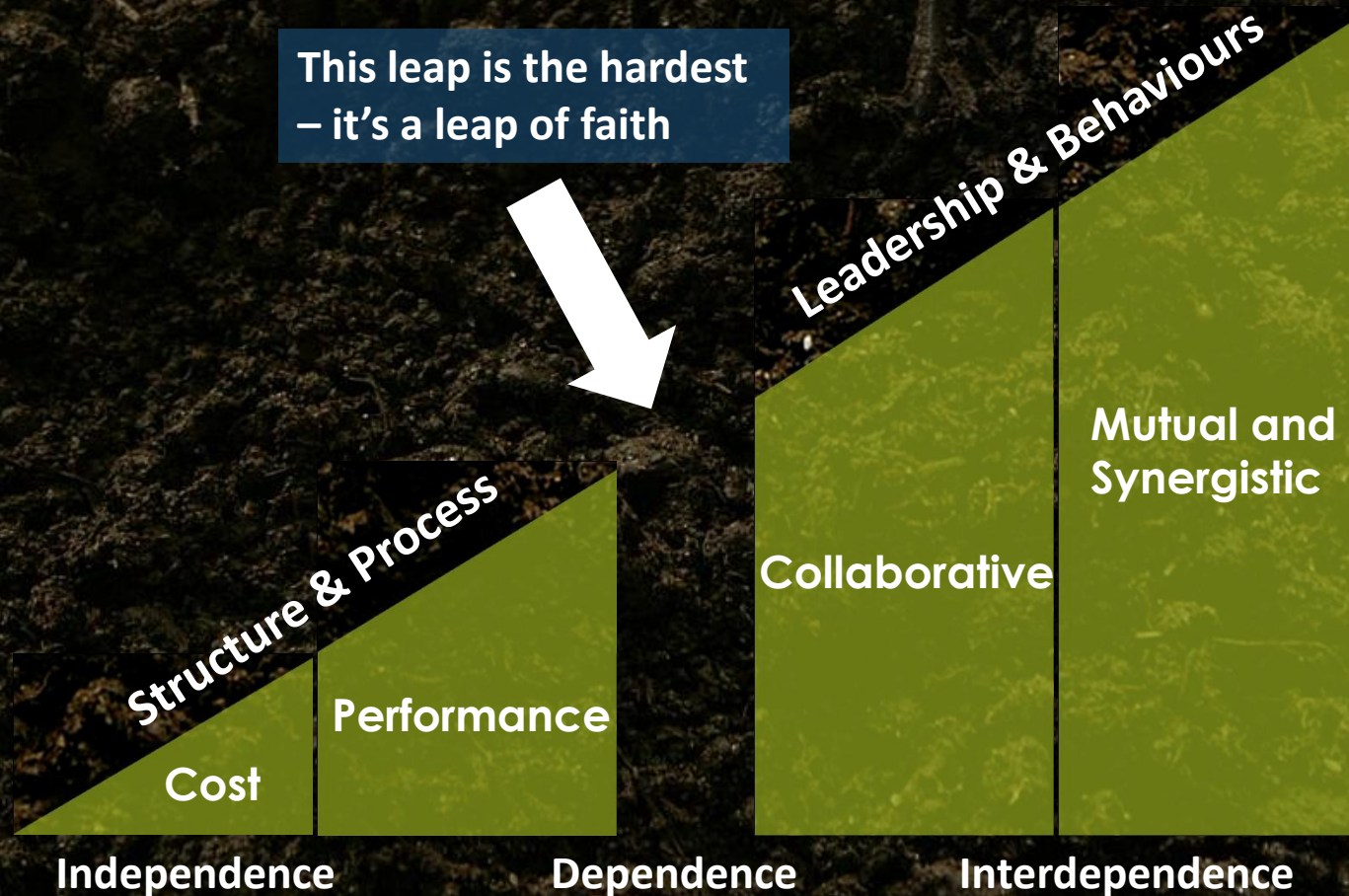
**..to transformational  
supply chains**



# Collaboration

## The Leap of Faith

This leap is the hardest  
– it's a leap of faith



# Collaboration

## 4 Key Building Blocks

### Business Case – Collaborative Advantage

#### Changing Culture

Challenging attitudes and behaviours, building trust and mutual support

#### Opening Up

Info sharing, understanding & communication

#### Commitment

Engagement, implementation & consistent delivery to expectations

# Collaboration

## Progressive Levels



# Our Speakers



**Duncan Sinclair**

**Agricultural Manager  
Waitrose**



**David Sands**

**Chief Executive  
David Sands Ltd**



**John Forteith**

**Senior Partner  
Forteith Foodservice**