

# Welcome to the RA Stahl Company Executive S&OP Newsletter

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[www.RAStahlCompany.com](http://www.RAStahlCompany.com)

## IF

by: Rudyard Kipling

In these troubled and confusing times, I often recall a poem that hung on my bedroom wall as I was growing up. It was titled "IF" and in part, it said . . .

*IF you can keep your head when all about you are losing  
theirs and blaming it on you . . .  
Then yours is the Earth and everything that's in it.*

These are good words to live by at any time, but Kipling was particularly prophetic about these days. In this regard, I'm going to talk about two things in this newsletter:

- **My award winning Keynote Address** to the June 2016 SAPICS Conference in South Africa, titled, *Managing in an Uncertain World*.
- **An exciting new partnership** I've made with Dr. Mark Chockalingam, founder and president of the [DemandPlanning.net](http://DemandPlanning.net) organization.

## A Report from South Africa & the SAPICS Conference

My wife, Pat, and I traveled to South Africa to fulfill an invitation to deliver a Keynote Address to the 2016 SAPICS Conference.

In addition to delivering the address, we took the opportunity to visit and explore much of the Southern part of the African continent, including, Johannesburg, Sun City, a diamond mine, and the Lion Sands Preserve of the Kruger National Park. It was a very informative and exhilarating two-week experience.

Just being asked to deliver the Keynote Address at the SAPICS was an honor. But . . . to be awarded the "Best Speaker of the Conference" was even better.

***"Managing in an Uncertain World"***



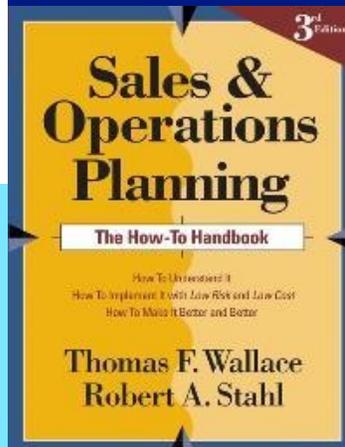
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## Sales & Operations Planning

**The Executive's Guide**

- Balancing Demand and Supply
- Aligning Units and SSS
- Enhancing Teamwork

Thomas F. Wallace  
Robert A. Stahl



Bob being presented with award for his presentation in South Africa.

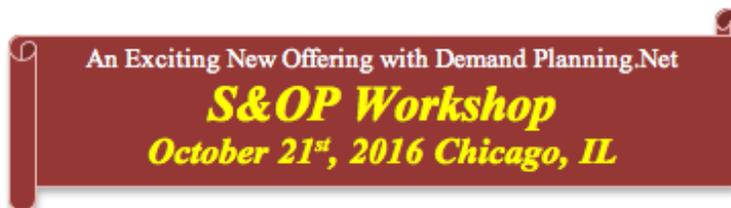
The talk dealt with the ubiquitous nature of uncertainty and demand fluctuations. It states that the key to success is not to try and predict the variability, but rather to employ a strong process that *manages through* the variability.

It concludes that the key to managing through this variability is to:

- Keep things simple
- Maximize flexibility and keep things agile
- Engage the entire organization, up and down the supply chain
- Understand your own constraints and that of others that support you
- Be transparent, especially about assumptions

The complete speech can be viewed by clicking here on YouTube.

## A NEW OPPORTUNITY



I've entered into a new partnership with the [Demand Planning.Net](#) organization, founded and managed by Mark Chockalingam, PhD. [Demand Planning.Net](#) provides consulting, solutions, and training in Demand Planning, Sales Forecasting, and Integrated Business Planning (IBP) and brings together predictive analytics and modeling to optimize the Supply Chain process.

For years, Mark has been teaching various workshops in the SCM area - the most popular being the "2-Day Demand Planning and Sales Forecasting Workshop" based on techniques and methods. I'm joining forces with Mark's teaching to complement his two-day Demand Planning Workshop with a one-day Sales & Operations Planning (S&OP) Workshop.



### Attendees to the eS&OP workshop will:

- Gain a full understanding of the difference between Mix and Volume Planning
- Learn how these two very different activities work together, in support of day-to-day operations
- Learn how "authentic, best practice S&OP" differs from traditional thinking
- Learn what it takes to implement or upgrade your S&OP process successfully at low cost, low risk, high impact, with quick results

*Whether you are a planner looking to simply learn how this "executive*

*process" works, or a manager/executive looking to learn how to successfully implement or upgrade your S&OP practice, this workshop is for you.*

Here's how to get more information:

- Click on the dates below for a flyer with a summary and short outline of sessions:
  - Demand Planning - [October 19th & 20th](#)
  - eS&OP - [October 21st](#)
- Full Brochure with full outlines of sessions:
  - [Three Day Workshop: Demand Planning and eS&OP](#)
- Register for one or more segments of session:
  - [Registration](#)

## ANNOUNCEMENTS

- **Ordering books - [Order Books](#)**
  - If you're in my [website](#), click on a *Books To Order* and then a specific book, and it will take you to the TFWallace Web Site (being managed by a company other than Tom). You can then order any of our books. Let me know if you have any difficulty.
- **September 13, 2016 - APICS PDM**
  - North Shore, Massachusetts
    - Sales Forecasting - A New Approach
- **September 25-27, 2016 - APICS International Conference**
  - Washington, DC
    - Implementing S&OP in the Service Industry - A Case Study
- **October 21, 2016 - Demand Planning, LLC**
  - Chicago, IL
    - S&OP Workshop following a Demand Planning Workshop by Mark Chockalingan, PhD

**Note:** If you'd like more information on any of these events, don't hesitate to [contact me](#).

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