

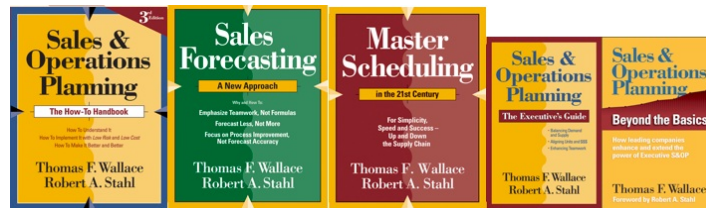
Welcome to the RA Stahl Company executive S&OP Newsletter

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More On S&OP Success



Hello again.

In my last Newsletter, I focused on “Turning the Corner,” and beginning the necessary work of returning Manufacturing to our country. Without question, it is one of the foundational pieces of our country’s continuing success and prosperity for so many people. In spite of our many troubles, which we all hope will be behind us some day soon, millions of people still want to come here for the opportunities we offer.

In that Newsletter (#15) I reviewed the “principles of a successful S&OP implementation”. I hope it was helpful, because S&OP is a superb tool for gaining collaborative

consensus, gaining the alignment of human energy, and getting everyone on the same page strategically.

Here, I’d like to provide more information and perspective on doing that. I recently did a Podcast interview that might be additionally helpful. The Podcast was on a site called, “Modern Day”, hosted by Natalia Hernandez. It focused on “transforming your business.” I think you might find it additionally helpful.

Podcast Interviews

Bob's Podcast: Transform Your Business with the Executives' Guide to Sales and Operations Planning

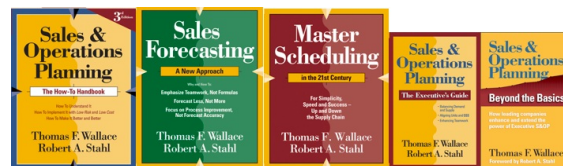
In this podcast with Natalia Hernandez-Prysiak, Bob Stahl explores Executive S&OP and how beneficial it can be for all industries. Bob has spent twelve years in the manufacturing industry and his company was awarded the Oliver Wight's Class A recognition for supply chain excellence. Since then, Bob has been an independent consultant to many of the world's leading corporations making improvements to their supply chains practices and introducing them to Executive Sales and Operations Planning (a process to help balance demand and supply).

Bob's Podcast: Is S&OP Still Relevant?

In this interview with Mark Gandy from CFO Bookshelf.com, Bob Stahl, one of today's S&OP thought leaders, will respond to where executive S&OP is today, and expand on the fundamentals laid down in his many books about S&OP.

For more insights about what eS&OP is and how to successfully implement it, refer to my website for free downloads and order any of our books:

<http://rastahlcompany.com>



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Us

Bob Stahl has spent 50-plus years as a practitioner and counsel to manufacturing companies. He is a teacher, writer, eS&OP Executive Coach, and an Expert Witness in litigation. He has coauthored six books, including *Sales & Operations Planning--The How-To Handbook, 3rd Edition*, and *Sales & Operations Planning--The Executive's Guide*. Three of his books have been used for professional certification, and several are translated into seven languages throughout the world. Bob is a past S&OP Editor and Columnist for the International Institute of Forecasters' (IIF) *Foresight Journal*. He has guided many of the world's leading manufacturers in their pursuit of eS&OP.

