

Five Pillars of the Purpose-Driven Supply Chain



Profit-centric supply chains that are expanding their scope to become purpose-driven should take the following actions:

01



Executive commitment

CSCOs can enable enterprise purpose by integrating it into the supply chain strategy, decision-making processes and metrics. Purpose without integration lacks authenticity.

02



Portfolio management

CSCOs and their teams must play a more active role in product development and portfolio management by reviewing the pipeline for unintended consequences and advising stakeholders on raw materials selection.

03



Partner ecosystems

Develop relationships across the supplier ecosystem by identifying opportunities for innovation and collaboration that will advance the enterprise purpose.

04



Employee engagement

Align culture to enterprise purpose by providing employees with decision-making frameworks and encouraging them to question decisions. Reach new prospective supply chain employees by building purpose into the employee value proposition.

05



Governance

Integrate enterprise purpose into supply chain accountability structures by checking alignment of metrics to stakeholders. Shift purpose from an employee engagement concept to a deliverable aligned to the supply chain strategy.

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