

2017 NACS LEADERSHIP FORUM FOCUS:
SOLVING STRATEGIC CHALLENGES THROUGH DESIGN THINKING

Breakout Topic: Speed To Shelf

Specific Focus of This Topic: “The Amazon Effect”

1.30 – 2.30 pm Step 1: **Questions:** Answer “Who are my users/ stakeholders and what matters to them?”

- Impacts the entire supply chain from end consumer to wholesalers & retailers
- Using technology & learning from other retailers – adopt the same for your convenience channel and connect with the end user.

Step 2: **Point of View:** Create a point of view based on their needs

- Expand to C-Store consumers
 - Industry
 - Retailer
 - Consumer
 - Order
 - Technology
 - Ease of ordering
 - Easy to suggest

Step 3: **Solutions:** Brainstorm wild ideas & solutions

- Using digital app’s for ordering ahead of time and then prompting on ordering impulse items.
 - Example: Order coffee and breakfast sandwich and then prompt them to buy gum to freshen breath later.
- Integration with supplier – using technology to make supply chain more efficient.

Step 4: **Prototype:** Pick one idea and build it out

2.30 – 2.40 pm Transition back to Ballroom for large group share back

2.40 – 3.00 pm Large group learning. Volunteers share back:

1. Your breakout topic, specific focus area, and a high-level overview of your process. Specifically, what is the solution you'll take back to test in your business?
2. What key insights and learnings did you derive from the Design Thinking exercise that you can leverage in your business?