

Leadership approaches and sustainable production

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With a new approach to innovation value has not been created or captured yet. The Value Disciplines due to Treacy & Wiersema describe three distinct ways to value: operational excellence, product leadership and customer intimacy. In Operational Excellence, a company tries to optimize its operational processes. By optimizing the processes, a company is able to keep costs as low as possible. From purchasing to logistics all processes are optimized to ultimately reduce costs. This approach could be classified as being a 'Miner'. The product is central to Product Leadership. The company excels in this area, because they supply 'the best' product on the market. Quality is of paramount importance here. The customer can expect innovative products of high and sustainable quality. At Customer Intimacy, the customer is in focus. This strategy is also known as customer partnership according to Treacy and Wiersema. We examined how the company is focused on building a long-term relationship with the customer, towards a loyal customer base. Core questions are sustainability, loyalty and leadership values.