



Creative Logistics Ideas from Women

Logistics is generally considered to be man's business. Men occupy management positions, make logistics decisions and set their hands to flying airplanes, sailing ships, driving lorries and fork-lift trucks, and heaving parcels and pallets. With few exceptions, this is a domain where women only play a supporting role. But is this right?

The logistics talents of women are significantly underestimated. Women's training in logistics begins in childhood when they deal with highly complex logistics issues on a daily basis. It starts with fleet management and route planning when the son is due at ballet class at the same time as the daughter has her football training. Furthermore, storage planning and inventory management are also part of a woman's daily routine. Every day, she returns misplaced items of clothing, toys and many other things to their rightful storage place in the household. Up and down the country, clean laundry stored in household KANBAN systems is ready and waiting for collection by husbands and children. In addition to this, procurement logistics is an important part of the daily routine, especially when it comes to groceries and fast-moving consumer goods. Logistics skills are required on a daily basis to ensure that there is always enough food in the fridge, that the ice cream is still frozen when it arrives home and that the household is always supplied with toiletries, cleaning materials and much more. Many women are also familiar with the concept of just-in-time logistics as they serve up freshly prepared dishes right on time while taking into consideration the possibility that the family may arrive late for the meal. Last but not least, their contribution to environmental protection and the reduction of CO₂ emissions should not be forgotten, as they organise and operate carpools to drop off and collect the children.

The subject of gender management is on everyone's lips; this also applies to our industry. Yet perhaps we don't need grandiose concepts and surveys in order to clearly and concisely recognise that women have been successfully involved with front-end logistics for centuries. We should seize the opportunity and simply pay more attention to the feminine charms when it comes to logistics. Especially in times when skills shortage is an increasing problem, women's creativity and their ability to offer solutions can become a competitive advantage.

Yours,
Theresa Reff

Theresa Reff is consultant at x|vise innovative logistics GmbH in Lauterach.