



With the skill of the canoeist...

Have you just come back from your summer holiday too? How did you fare? This year were you more in search of peace and quiet or did you relax by playing sport? Once again this year, I was excited and inspired by adventure sports. On the one hand, paddling distracted and challenged me, but on the other, it once again triggered associations with my everyday business life.

Imagine a run down one of our Alpine rivers in a kayak. In the run-up you plan and get an overview of the difficulties and dangers of the water which lies before you. But the details are unclear as to which challenges and obstacles you will meet, where they are and their size. You make efforts to face the existing risks with careful and detailed planning, to create suitable conditions for a safe journey. But this in itself does not guarantee you a successful ride through the waves. With a forecast from a tour of the route, you try to get a grasp of the key positions.

A "let's give it a try and then we'll see" approach would not in itself allow you to master them. A successful run is largely dependent on the choice of the right line. This is easier said than done when there are two or three possible variants of varying difficulty and which are more or less rewarding. The only way to reach your objective is to start with the easier one and slowly work up to the more difficult one. But beside all of the planning, it also depends on the execution. Each situation of the journey must be dealt with promptly, appropriately and correctly. This requires skill and knowledge, conditioning and stamina, as well as experience and suitable material. Only in this way can dangerous rolls and eddies be overcome, steps and slides mastered, and blocks and obstacles avoided. More clearly flowing currents or calmer eddies can then be reached again.

Aren't things similar for the entrepreneur or logistician in the current business environment? Beside necessary, well-founded and long-term planning, the ability to operate flexibly in the short term in accordance with the situation and on a tailored basis is also increasingly important. This requires distinctive knowledge and skills, but also budgeting with resources and "conditioning". Furthermore, without transparency of operations and processes, it is not possible to achieve a useful forecast which is close to reality. Without positioning and focusing on your own line, it is neither possible to circumvent obstacles and stumbling blocks nor to achieve long-term business success. Technology and methods which are too complex or lines which are not adapted to opportunities can hinder your journey or even cause it to fail. Ultimately, without ambition and a corresponding commitment, no set targets are achievable.

In this sense, I would like to give you some encouragement: face the challenges of a more volatile economic environment attentively and courageously. Use the chances of your own line selection and close any existing professional and methodological gaps by using external know-how. You will then steer yourself with the skill of the canoeist through changing and unsafe waters and together with your company and logistics, you will successfully reach new shores.

With an "Ahoy!" while we are still in summer and with best wishes for the autumn,

yours faithfully

Philipp Wessiak

Philipp Wessiak is a Consultant and Manager of the Region West at x|vise innovative logistics GmbH in Lauterach/Vorarlberg