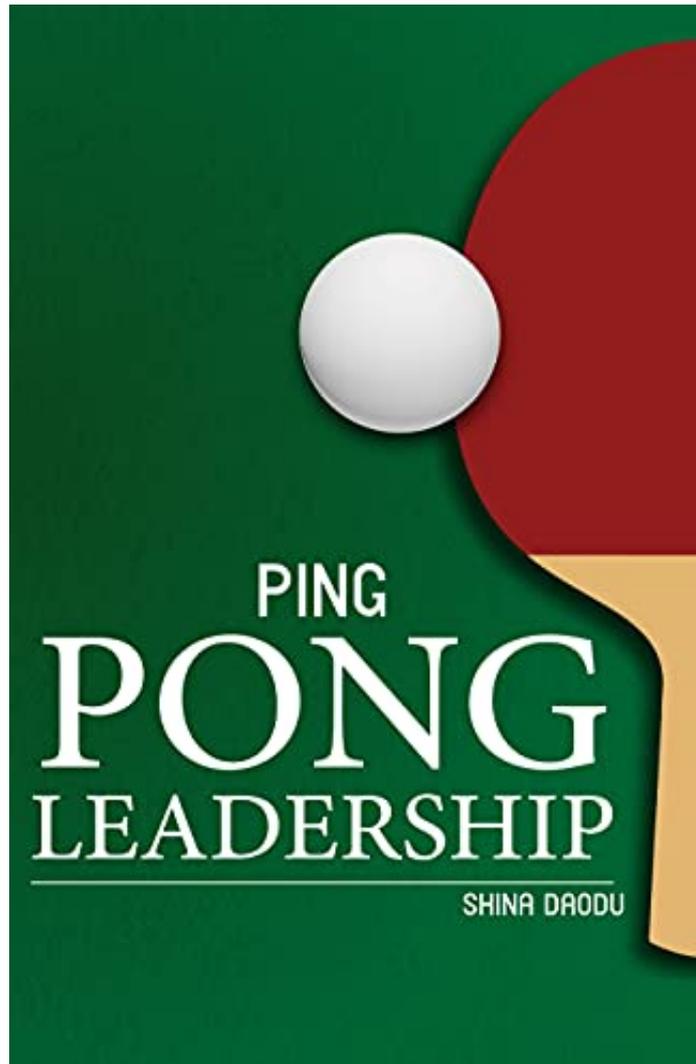


# Ping Pong Leadership

*by*

**Gwynne Richards**



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## Synopsis

Leadership is not a title privileged solely for the rich, famous or lucky people in the world. It is a position acquired once an individual takes ownership of their life, accountability for their actions and actively work at shifting their mindset. How does one embody the skillset to reach leadership status? Ping Pong Leadership explains the impact us humans have on each other as we make genuine connections and exchanges of life experiences. The back and forth ping pong-like exchanges unveils the misbelief that our life struggles are uniquely our own. Ping Pong Leadership is a way of individuals coming together as a community to engage and learn from each other's different walks of life. Learning different measures of discipline and knowledge from one another, allows us to examine our discipline and knowledge of self, own what we have or lack and push forward to lead ourselves on our focused purposeful journeys. Whether you seek leadership in your work, home or relational life, Ping Pong Leadership reminds us that we are all connected, the work begins within and our goals are just a mindset shift away.

## Sort review

Another useful book from Kogan Page on third party logistics operations, in fact probably a 'must read' unless you are bang up to date on outsourcing matters. Godsmark and Richards pool knowledge and give valuable insight into whether or not to outsource, size of the market, IT considerations, risks involved, the future and explain with recent examples of disasters which may help others to avoid similar pitfalls. Those public disasters can be remembered for many years and can add to reasons why most tendered contracts will stay with the current third party logistics provider. The relationship between customer and needs to be a two way street to get the best from the relationship.-- "Nick Deal, Manager, Logistics Development" If outsourcing is undertaken appropriately an organisation can in-source key capabilities to secure competitive advantage, if outsourcing is badly managed millions can be lost! This book based on extensive author experience from across the U.K. logistics profession provides a much needed introduction to the opportunities and traps of outsourcing, with insights into a variety of critical areas including the logistics service marketplace, the key decisions to be made, measuring performance, contracts and risks. An important reference for those already engaged in outsourced relationships or about to embark on an outsourcing journey-- "Richard Wilding, Full Professor & Chair of Supply Chain Strategy, Cranfield School of Management" Logistics outsourcing is a complicated process that can deliver significant benefits for all parties if it is managed well but if managed poorly can create critical business issues. Understanding the process from the initial decision to outsource or not through to the management of relationships to deliver against a business strategy is fundamental for those in procurement, in-house logistics teams and logistics service providers. This is an invaluable publication written by experienced practitioners that brings all the elements of the outsourcing cycle into one comprehensive guide.

As CEO of CILT UK and as a former executive within logistics service provider I recommend this book.-- "Kevin Richardson, Chief Executive, The Chartered Institute of Logistics and Transport UK"Logistics outsourcing is a strategically important part of an organisation's supply chain strategy. Making the wrong decision can result in product shortages that make news headlines and cause significant reputational damage (e.g. KFC). Getting it right can be a significant of competitive advantage. This book provides a comprehensive overview of the different aspects to consider when making a logistics outsourcing decision. It is a must read for all those involved in logistics outsourcing.-- "Jan Godsell, Professor of Operations and Supply Chain Strategy, University of Warwick"The process of outsourcing any logistics operation is always complicated and can be brimming with pitfalls along the way. For those companies embarking on their first journey through the minefield of outsourcing, the fear of change and business risk can often be their first major obstacle to overcome. Fortunately, The Logistics Outsourcing Handbook by Jo and Gwynne offers the novice and experienced Logisticians alike; a practical and structured approach to the process, based upon their own plentiful experience, plus valuable input and feedback from other companies who have already progressed through an outsourcing programme. The Logistics Outsourcing Handbook is a template for all companies to use, and the first task for any outsourcing project team should be to read it from cover to cover.-- "Paul Sloan, Logistics Manager, FUJIFILM UK Ltd"This book is invaluable reading for providers and customers of outsourced logistics services. With hugely useful case studies and insightful new research into relationships between logistics partners, this book will form a key part of the debate about the future direction of this important business sector.-- "Alan Devine, (Formerly) Managing Director, Gist Limited"We are witnessing a period of extraordinary change within the logistics industry. The exponential growth of e-commerce is driving the need to hold inventories as close as possible to major urban conurbations to meet delivery expectations of technology-enabled consumers, propelling unprecedented demand for multiple stocking locations. This pursuit of greater agility and flexibility in logistics networks is serviced increasingly by third party logistics providers (many being members of UKWA). Often in a shared user environment and requiring integration of IT systems and sophisticated sharing of data, the concept of outsourcing is growing. The insights shared by authors Richards and Godsmark and contributors to The Logistics Outsourcing Handbook are therefore very timely and relevant, and will be of interest to both seasoned practitioners and the next generation of logisticians in equipping themselves for this fast-moving, vitally important sector.-- "Peter Ward, Chief Executive. UK Warehousing Association" --This text refers to the paperback edition.Review"Logistics outsourcing is a complicated process that can deliver significant benefits for all parties if it is managed well but if managed poorly can create critical business issues. Understanding the process from the initial decision to outsource or not through to the management of relationships to deliver against a business strategy is fundamental for those in procurement, in-house logistics teams and logistics service providers. This is an invaluable publication written by experienced practitioners that brings all the elements of the outsourcing cycle into one comprehensive guide. As CEO of

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