

# THE FRESH CONNECTION

the ultimate value chain experience

## Global Professional Challenge 2018

Participate with  
your team  
at the Global Final  
in Milan, Italy

WIN an ExecEd  
SCM Course  
with your team at  
MIT

### THE FRESH CONNECTION

The Fresh Connection (TFC) is an advanced online business simulation that challenges participants to work together as a team to demonstrate and improve their knowledge of the Value Chain. It creates greater alignment and a deeper understanding in the world's biggest and best businesses.

### Global Professional Challenge 2018

Work within your team to make the best strategic and tactical choices for the value chain to save the fictitious company, The Fresh Connection, from financial ruin.

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*“The Fresh Connection was a challenging test of decision making, commercial awareness and learning agility that requires each individual to understand the impact of their role and actions on the profitability of the whole business.”– Adam Lockwood*

*Supply Development Manager at MARS UK*

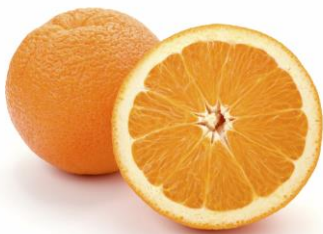
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### TEAM LEARNING EFFECTS:

Experience the impact of value chain management on business performance in a competitive simulation environment. See the effects of creating alignment and breaking down functional silos.

Work Together and collaborate in teams of 4 to manage the value chain.

Learn and Develop by drawing out key challenges and issues in Team Dynamics and Value Chain Trade Offs.



## SUMMARY



### Register:

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- **Public Training Workshops:** Attend remotely via webinars from your office. Teams that do well, will be promoted to the Global Challenge.

- **The Global Challenge:** Promoted teams will experience 3 Global Challenge rounds simultaneously with participating teams from around the World!

- **The Global Final:** The best performing teams from the Global Challenge will progress to the Global Final to be held on September 28, 2018, in Milan, Italy.

## HOW TO TAKE ON THE CHALLENGE?

To participate, your company or you as individuals, first need to form teams of 4 participants who will assume the functional roles of Purchasing, Sales, Operations, and Supply Chain. As an optional 5th role teams may appoint a team coach to support them on their journey through The Fresh Connection (TFC). For company teams this 5th role presents an ideal opportunity to coach and guide the development of future leaders in your organization.

The Global Challenge will start with teams taking part in public training workshops. These will be organized and facilitated remotely via webinars and you will be able to attend from your office. The workshops will include multiple rounds of The Fresh Connection. Part of the workshop is that the teams are benchmarked against other participating teams. Based on these benchmark outcomes teams can be promoted to the Global Challenge rounds. This training stage will last until mid April 2018.

At the end of April 2018, the promoted teams will be split into Country/ Region pools as part of the Global Challenge, and for a 6-week period, they will experience 3 additional rounds of the simulation as they compete against the world's best value chain management teams. Typically, 2-3 hours per round will be required.

After the Global Challenge rounds, and possibly a national/regional final, the best performing teams qualify for the Global Final to be held on September 28, 2018, in Milan, Italy. The world's best teams will gather there and compete for the title of Global Champion of The Fresh Connection. Besides recognition and fame for the winning team, this entitles them to an intensive free four-day Executive Education SCM Course at the Massachusetts Institute of Technology in Cambridge, MA, USA.