



## If Tim Cook Were Your CEO

The typical president, owner or CEO rarely has a sourcing or procurement background. Likewise, their firm's purchasing tasks are delegated. Yet, one of the most profitable companies on the globe, Apple, has an ex-sourcing person as CEO, Tim Cook. Is this an anomaly? Or are there reasons beyond the surface that the wise might want to consider? We suggest looking at the question from a new paradigm. Consider whether some of the "Strategic" items below bear your attention. If so, contact us to see where to start.

### Topics of Potential Strategic Importance

1. **Treating Your Suppliers Like Your Top Personnel.** Only by making it personal, at the C level, can one be positioned to make the big asks.
2. **True Business Development.** Your company and the supplier operating independently cannot compete with similar companies which have found ways to collaborate towards bringing to market something unachievable w/o a collaboration.
3. **Cut costs in half.** This is easier than most think. But it'll require more than just a comptroller's green eyeshades.
4. **Protect the supply chain.** Put this under the heading, "low probability, high impact". You'll be glad you tended to this when the time comes.
5. **Reduce go to market time.** And at no additional cost, while establishing competitive advantage.
6. **Drastically reduce internal costs such as software, FTEs, lifecycle management.**
7. **Mature your leadership team.** Ask us to cite two examples of IT leadership leaving their crystal palace and benefiting the entire company.
8. **Recession-proof your business.** We have eight distinct bullet points on this topic alone.

### Topics of Potential Tactical Importance

1. **Leveraging the existing and potential spend for concessions in price, improved delivery and support terms.**
2. **Existing agreements...mitigating risks, improving terms and costs.** Paradigm has a fourteen-point checklist on this piece alone.
3. **RFPs.** Is your team experienced in doing this? Do you know the opportunity cost of not using an RFP? Is some vendor going to do it for you?
4. **Assessing best in class vs best of breed for your environment.**
5. **Contract negotiations.**

