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changes → challenges → opportunities!

Industry changes

- consumer behaviour
- corona disrupts marketbalance
- spread of swine fever
- large dependency on china
- war Ukraine

Industry challenges

- maintain sustainable pig production
- in a rapidly changing Europe
- while competing successfully on the global market

Industry opportunities

- further develop know-how
- apply towards innovation and technology
- collective approach → 'product-consumer' chain

***YOUR* opportunities**

- adapt
- collaborate
- accelerate

How? Next 30 mins.....

Charles Darwin

*“It's not the strongest who survive,
but those who know how to adapt best”*

Great things never came from comfort zones

René Savelberg

In business for 30 years

→ many challenges!!

University USA

- limited financials
- masters degree in 1 year
- #1 challenge: focus & organize

McDonald's

- youngest CEO
- 32 → 200 stores

- #1 challenge: adapt & accelerate

Serial entrepreneur

- spain and usa
- new ideas and products

- #1 challenge: innovate & accelerate

Business Accelerator

- 25 years → one model
- help companies grow

- #1 challenge: organize & accelerate

My challenges

- focus & collaborate
- adapt & innovate
- organize & accelerate

World is rapidly changing

Not trends → transitions!

RISK: WHEN LEADERS STICK THEIR HEADS IN THE SAND

Standing still is going backwards

Be first, be daring, be different!

Ruins of the future....

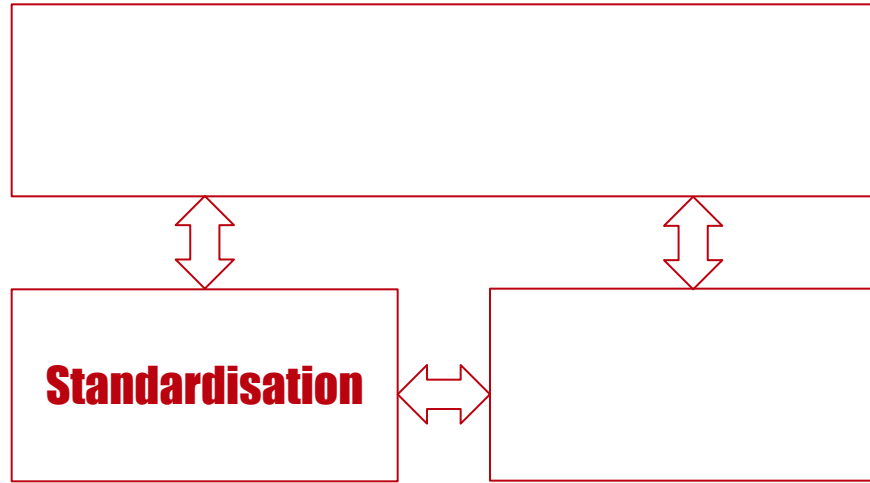
- banks
- department stores
- TV-stations

Starting point:
heroes!

But... only heroes not enough

3 key factors for growth

- standardisation
- partnerships
- powerhouse



Standardisation

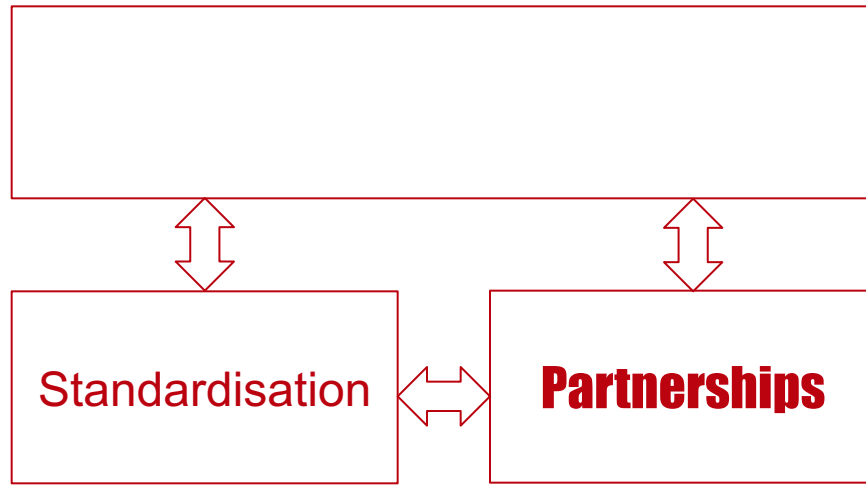
- no surprises
- maximum efficiency
- optimum scalability

Standardise

procedures, systems, products

Everything documented

Smallest details – lots of work



If you want to travel ***fast***, go ***alone***
If you want to travel ***far***, go ***together***

Apache indians

Long term growth?
long term partners!

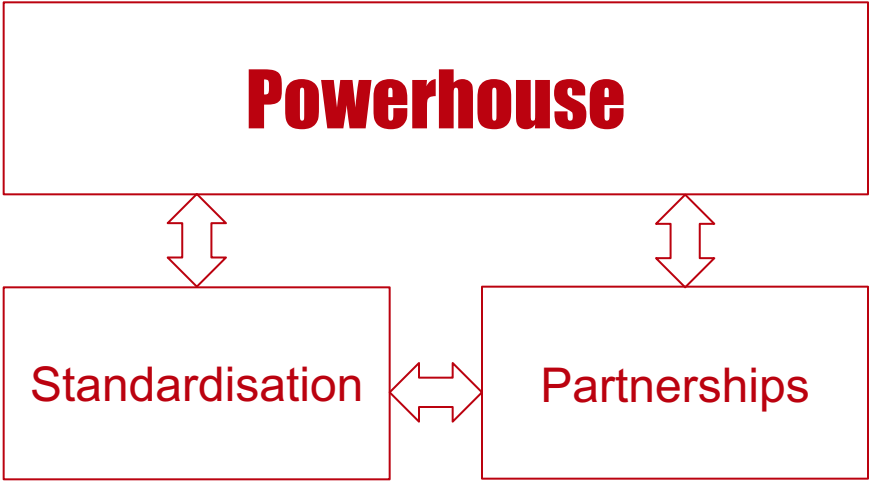
Growth Partners

- collaborate → $1 + 1 = 3$
- develop and grow business
- collective leadership
- commitment, long term!

Do you have

the best suppliers, distributors,
or

- the cheapest ?
- do everything yourself ?



**You control your own destiny,
or someone else will!**

Jack Welch
CEO General Electric

YOU

& YOUR TEAM!

→ **Strong Team**

- takes on their places
 - self responsible, own decisions
 - maximum support
 - creative, new ideas
- +
- ‘climate control’ vs ‘command & control’

PASSION is Law of nature

passion → energy

energy → action

action → results!

→ **Satisfied Customers**

- goal #1
- nothing more important
- fans forever!

Taking care of the customer is
not part of our job

IT *IS* OUR JOB!

CoolBlue:

Director Satisfied Customers

→ **Feedbackloops**

- listen & learn
- adapt & adjust
- action!
- continuous proces – never stops!

McChallenge...



not enough growth

- dissatisfied shareholders
- new strategy
- 10 different, new concepts
- innovate!!!



Innovation doesn't work...

New CEO → Jim Cantalupo

Stop & sell

Back to basics!

- growing = adapting
- focus on core strengths
- together strong → whatever it takes!!
- transformation instead of innovation

McTransformations

- green logo (instead of red)
- warm in/exteriors
- new kitchen/equipment
- self-order kiosks
- table service
- create your own product
- McCafés
- salad bars
- premium burgers
- new food photography
- home delivery
- 24 opening hours
- automated drive-thru lanes (w/IBM)



Transformation works!

5 tips

Tip 1: KickStart Session

- keep
- stop
- improve
- add

> 100 new ideas!
(info sheet available)

Tip 2: Stop

- stop with half
- other half twice as good
- three times faster
- four times more fun

Tip 3: Focus

“keep your eyes on the fries!”

Tip 4: Challenge yourself

2 x bigger

3 x faster...

Possible? How? What?

Tip 5: King for a day

give away your keys - for one day...

Future

“I don't know if 50 years from now McDonald's will still be selling Big Mac's - but I do know that 50 years from now we will still be successful!”

Ray Kroc -
McDonald's founder

Questions

- drinks & dinner

Contact

- questions?
- link?
- tips?
- info sheet KickStart Session?



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