

ICDP's future strategy



Following the appointment of Steve Young as Managing Director of ICDP in April, he presented a revised strategy to the Board last month which was approved and will be implemented over the coming months. It was agreed that we should maintain the unique character and collaborative research approach of ICDP, recognising the valuable results generated from this over a number of years, but to strive even harder in supporting “ground-breaking” change for our members, their customers and the industry as a whole. In support of this, the key elements of the strategy are:

- ◆ Geographical expansion of ICDP to improve our global coverage through the expansion or formation of local ICDP organisations under the overall umbrella, with the main focus on the major emerging “BRIC” markets. We already have an ICDP China organisation, but this is now receiving additional resources from our local partner, and we will support that. Brazil and India will follow in 2011, and Russia will be handled through an extended European capability. We will be recruiting local members so that each entity will be self-sufficient, but the capabilities will be available to all members globally
- ◆ Supporting our common research and meetings programme with the option of tailored consultancy support which brings ICDP knowledge directly into your own projects in a form and timescale which suits your needs. We do not have the desire or resources to compete with the major consulting firms. However, a number of members asked for our support in this way, and we have already started work with two members. Our hope is that by building the knowledge and tools that ICDP has developed directly into improvement activities, the pace and scale of improvement in distribution processes can be increased
- ◆ Restart, subject to the support of members, the commercial vehicle research programme, CVInsight. Not only are there opportunities for improvement in this sector, there are also some practices in both light and heavy commercials which are potentially applicable in the car sector, particularly in the areas of customer care and service. It is therefore to the benefit of all members if we have commercial vehicle distribution research
- ◆ Increase the awareness of ICDP and our research findings, mainly directly within your organisations through offering additional facilities and services, but also through a higher media profile which re-establishes ICDP as the leading authority on automotive distribution matters. As always in our dealings with the media, strict confidentiality will always be maintained, but we believe it will help you if there is a broader recognition of the ICDP name when you take recommendations partially based on our work to your management
- ◆ Additional investment in the ICDP Research Team through development opportunities for the current team, and the progressive expansion of the team to handle some of these new areas of activity.

More details will follow in each of these areas as we move forward. However, if you have any questions or comments on any aspect of ICDP strategy, please contact Steve Young at steveyoung@icdp.net or through the Project Office projectoffice@icdp.net Telephone 00 44 (0) 1564 784 200.