

DigiPodcast Transcript Episode 24

Intro: The DigiPodcast – Digital trends in Supply Chain Management

Moderators: Thomas Holzner, Christiane Weidendorfer, Sina Auer

Christiane Weidendorfer

Hello and welcome to the DigiPodcast.

Sina Auer

Well, New Year, new DigiPodcast episode.

Christiane Weidendorfer

Do you remember our voices? It's Christiane and Sina from episode 14, where we talked about communications in the digital age and who's behind the DigiPodcast. So, basically the best episode ever. Well, no, just kidding. As always, we are happy to produce each and every episode. And of course, your well-known moderator Thomas Holzner is also present. He just hasn't had his say yet. In this episode, we'd like to recap all the different topics we discussed last year.

Sina Auer

Well, I still can't believe that the DigiPodcast is already turning 2 years old this year. We already have 24 episodes all about SCM topics. We had a look at the global activities from Siemens SCM in our 'News from SCM' format, where we invited our colleagues from India, UK, America, and China to talk about their work and experiences. We also got deep insights into multiple programs at Siemens. Like Beyond Homezone, the Global Development Program for potential talents, Supplier Innovation, and Factory Digitalization, and yet there is still more to come.

Christiane Weidendorfer

It is so exciting to see how diverse SCM topics can be and also how digitalization plays a role in every topic we discussed so far. So, Thomas, it's great to have you here as well. What about you? How happy are you with the past year? Do you have a favorite episode you want to share with us?

Thomas Holzner

First of all, a nice 'Servus' and welcome from my side to you both because without you the DigiPodcast wouldn't be possible. And for me I have several highlights. One highlight is and I think that's also caused by you, that we made it under the top three of the podcasts for a certain period.

We are now again back in the top ten. But if you consider how much effort and money we can put into the show, I'm more than happy. I'm totally proud about this. So, thanks you both.

Christiane Weidendorfer

That's great to hear!

Sina Auer

Thank you!

Thomas Holzner

And especially thanks to our guests. Not only for the internal Siemens world, also from the external world we get some positive feedback about the podcast. So that's something very positive regarding the podcast. Regarding the favorite episode, I'm always quite straight. I don't have a favorite one, even fourteen was great.

Christiane Weidendorfer

As we said, the best episode ever.

Thomas Holzner

That's your point of view. For me, it's always interesting to learn something about people and topics. And when I look back in 2022, there are three things that are coming immediately to my mind. We had a podcast with Michael Haendel, he went back from his German trip to China, and he was for two weeks in quarantine in a hotel. He couldn't leave for two weeks. And he couldn't really see his kids who were nearby and nevertheless he was in a good mood and made his episode with us. Then totally different: we had Rodrigo and Pete, who said 'I go for the digital mind challenge -Do a podcast' and they approached us and said that's we would like to do. You both also said makes sense and they did an extremely innovative format in the procurement area in the US, and we made a podcast, also with positive external feedback. And the third one – it's a little bit emotional – was the episode with Joachim Scholz. He was 40 years with Siemens, and he is a person with a totally positive mindset. I think, I or we were very proud that he shared his moments of this 40 years, and I think a lot of people can learn how good leadership can be done. So, this would be my highlights regarding the DigiPodcast. There are also other moments that are impressing me personally. The SCM reputation within Siemens was never that high. I think the performance is always quite high. But the reputation was amazing because Siemens was one of the few companies who could deliver, where others couldn't. So, we could make our customers happy - the internal and the external ones – and this got a very good reputation, may from the board or from the capital market days or in the newspapers.

And I think the whole SCM team globally did an excellent job. When I think about the resilience work, meetings that Klaus Staubitzer is moderating, people from everywhere are participating. And my highlight is: SCM is one big team and therefore we can make it. So, it's not about certain people, certain functions. I think it's the team and this is my highlight regarding the reputation, recognition and also the collaboration within SCM. But maybe Christiane, some thoughts from you.

Christiane Weidendorfer

Yeah, I just can say that I totally confirm that what you said, and I think Sina is also just saying yes to that of course. And yeah, if I turn back to the last year or to our last episodes, I still remember our beginning. We had a lot of experiments in the beginning until we consolidated our final setup. So, we also had to record everything virtually, that was quite a challenge and yeah, how you say, we grow with our tasks. By the way, keyword growing. I really liked our episode in which we had for the first time 2 guests. It was episode 9 "*Growth mindset opens doors*" with Guido Rumpel and Phillip Richstein from Siemens Mobility. Guido is the Head of Operations Germany of Siemens Mobility unit rail infrastructure, and he has made it his mission to drive an open culture within the factories. In doing so, it was important to him to also bring the supply chain managers closer to the product and the commodity manager Phillip reported in this episode from direct experience and I really liked it, how Guido explained the way and strategy behind his mission, that they had some challenges, but they were growing together as a team. And this was also the first episode we recorded on-site. It was pretty fascinating to see our Siemens factory in Berlin. This gave me also better understanding of our topic. And you find also this episode on our Siemens Ingenuity blog. We wrote an article for that. It is called "*Everybody pulling together*" and of course it worth reading it. This is just one example that shows one great take away from the DigiPodcast. You always learn something new with our DigiPodcast. And just so you know, all our episodes are still available. You find them on all known podcast platforms like Google Podcast, Spotify or Apple Podcast. Yeah, just take a look on it and find your also favorite episode. But now coming to you Sina, what was your favorite moment?

Sina Auer

Well, Speaking of learning, always something new. One of my favorite episodes or takeaways from our DigiPodcast so far is actually the most recent episode with Joachim Scholz and I can only add to what Thomas already said like Joachim gave us very deep and great insights into his 40 years of working experience, which was especially valuable for me as I'm just starting out with my working life and career at Siemens. So, there were some great takeaways from me, like for example, how to deal with challenges, that the working abroad is fantastic way to widen your horizon and so on. And yeah, just give it a listen.

And also, the factory digitalization episode with Petra Monn was a great insight how working together and learning from each other can be a good way to bring each other forward. Like 'sharing is caring' the title of the episode accurately describes. As you can already hear from my insights, from Christiane's insights and from Thomas' insights, our DigiPodcast is really a kind of a knowledge board. That's why it's also available on our internal learning platform called 'My Learning World'. And honestly, coming from someone with a very, very media theoretical background, I learned so much about SCM topics like I feel like I'm really an expert now and I heard all the episodes, just little heads up that it's really worth for you just to give it a listen. And we have still more topics and guests planned for you. So, Thomas, would you like to share what we have planned for this year?

Thomas Holzner

Thanks, Sina. I think we plan at the moment what we could change and there will be maybe a small format that will be hosted by Sina and Christiane, maybe I have a say sometimes. And it will be very short and crisp. So, the opposite of what I'm doing most of the time. I think one thing we don't want to change is the 10 minutes rule. So, it should be less than 10 minutes. Maybe this exception with Joachim or ourselves or maybe Klaus. But in general, we try to be below 10 minutes and I think this was also appreciated. Regarding the topics, I think we have to support the value creator and the value creator has five dimensions and we try to pick people and topics that fit quite well into the five dimensions. For example, Tjard with sustainability is something I'm totally keen about. We were also discussing whether we invite a supplier for a podcast. That's something we are in review, because we have so many internal topics where we would like to give the people a platform and to share what they know or what they did. And therefore, I love this statement of sharing is caring. So that's I think the rough outlook: additional new format, keep the 10 minutes, support the value creator and again not enough time to do everything and altogether. You want to add something?

Christiane Weidendorfer

I just can confirm it again. We remain committed to making supply chain management topics accessible to all people. That's still one of our main goals. And also, within the next episodes, we would like to show a bit more the people behind the tools, platforms, technologies and innovations. So, that's why we always give our guests a bigger stage at the end and it's also about learning from each other. So, I think this is really a big part or should be a big part of our DigiPodcast and not only in terms of content, but also from our communication point of view, we have thought about a few new things as Thomas already mentioned. So, stay tuned. We will not cover only SCM topics, maybe also some other topics come up and yeah, stay tuned.

Sina Auer

Yeah, let's say there's a multimedia format in the making. To get all the news about our DigiPodcast, just use the tag #DigiPodcast on LinkedIn.

Thomas Holzner

And that sounds from my point of view really great. Communication for me is in the future even more important, because if we want to change the world we have to collaborate more and if you want to collaborate more, we have to start to improve our communication. I'm hoping - wishing - that people will use this for exchange. This is only possible because Christiane and Sina are doing the work in the technical background and you, as customers, as listeners are listening to us because otherwise it wouldn't work to do the whole efforts. So, I'm really proud of this ranking of the DigiPodcast and also about the quality, here I have to do a small sidestep. I get always tortured by Christiane with high-end technical requirements because I would be more pragmatic. Take a phone, talk into it and maybe you hear the noise from the fire brigade, or I drop my pencil. Today I got spoiled with homemade cookies, but I promised not to eat during the podcast. There you see a team is always better than individual and this I think is also related to the podcast.

Christiane Weidendorfer

Yeah, and what I just can add as well is: we want to make the DigiPodcast a bit more interactive. So, feel free to comment your feedback or you can write us also an e-mail. So, take the diginetwork.scm@siemens.com E-mail address and feel free to give us feedback.

Sina Auer

Thanks for your support. Thanks for listening to us. Also, thanks to our guests that are always very keen on joining us. And we always have a great time recording our podcasts and it's just a great podcast to produce and I'm looking forward for this coming year. And yeah.

Christiane Weidendorfer

And also at the end, Thomas, we want to also thank you. We had a really great time and I think we can be proud of the DigiPodcast because we made complicated topics accessible, shared best practices and experiences. And I think this is really a great thing. We are looking forward to the next episode to have you as a listener again and see you soon.

All

Bye, bye.