

SEC Initiative #1: Industry Early Warning System

NAED members face a time of unprecedented rapid change. We need strategies to enable digital transformation, e-commerce, automation, and more, while at the same time, dealing with challenges including the COVID pandemic impact on business, worker shortages, supply chain disruption, emerging platform businesses, and more. This project will design an “early warning system” to seek out and communicate emerging and over-the-horizon threats and opportunities for distributors, analyze implications, and engage NAED members to strengthen a culture of action, ideas, and innovation.

We are asking this task force to:

- Develop a statement of benefits and program elements to share with members – tell us why this matters and “what’s in it for me”
- Identify threats and opportunities unique to members by business focus, size, etc. (e.g., industrial vs. construction, etc.)
- Identify categories of best practices, innovations, opportunities, and threats to guide monitoring, reporting, and analysis
- Define monitoring and reporting goals, methods, communications, and metrics
- Identify sources of “early warnings” and expertise (for analysis and implications)
- Create plans for engaging and encouraging involvement of members as business leadership, next-generation leaders, individuals with innovation responsibilities, etc.
- Plan and launch a pilot program to test plans and make refinements

Task Force Facilitator: Mark Dancer, M4BI

Mark Dancer’s work around B2B innovation and exploring the future of distribution is highly aligned with the SEC’s mission and the initiatives for creating an “early warning” system and exploring manufacturer go to market options. Mark believes we have a shared sense of purpose in enabling distributors to respond to opportunities and threat with energy, creativity, and action. NAED and the SEC are on a path to create meaningful, high-impact outcomes for distributor members, supplier partners, and customers in construction and industrial markets. Mark is excited to join the work, help lead our initiatives forward, and most importantly, jump in and get started.

Mark’s role:

- Work with SEC and NAED leads to set direction, obtain resources, manage project work, and ensure success of both initiatives

- Provide outside/expert perspectives and thought leadership on opportunities and challenges, opportunities and threats, business innovations and best practices
- Leverage network of innovators, subject matter experts, business leaders and NAW Fellows for ideas, evidence, solutions, measurements, etc.
- Offer expertise around manufacturer go to market options and implications based on channel strategy practice and experience
- Offer interpretation and analysis of “early warnings” based on ongoing B2B innovation work and NAW Fellow research and reporting
- Leverage networking and findings from weekly newsletter ([*Mark Dancer on Innovating B2B*](#)) and book research ([*The Heart, Soul, and Future of Distribution*](#) – working title)