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What Makes a CPG Winner?

by Bruce Nagle, CEO & Founder

How often have you seen a sports coach defeat a more talented team by simply insuring his/her players were placed in a position to win? Like great coaches, great CEO's know it is their responsibility to make sure their team is also in a position to win.

Most importantly, a winning CEO and his/her management team must be able to define excellence. A quality shared by several CPG award winners is the belief that excellence is not what a company thinks of itself, but what customers and consumers think about the *company*. Excellence therefore, is characterized by the conversation the customer/consumer has about a company's product or service, which in turn establishes an authentic 'point of difference'. CEO's that genuinely understand how their company is perceived will know when and where they are losing and how they might win -- *and will equip their team with the right **insights** to place them in that winning position!*

Winning in today's competitive CPG business environment also means a CEO and his/her team must understand the value of innovation. Creation of new market space in a low- to no-growth environment is vital to achieve sustainable top and bottom line results. Several winning companies prospered by identifying market gaps and creating new products, better packaging, and delivery systems to fill unmet needs. CEO's that respond with **innovation** to the pressures that continually challenge processes and products, will help place their team in a position to win!

Finally, the CEO and his/her management team must create a "real world solutions" environment, a result of total collaboration throughout the business process. CEO's that truly understand the unique issues, trends and challenges within the CPG industry and incorporate such into their company's **solutions** are again, placing their company in a position to win. ■

Bruce Nagle is CEO & Founder of RW3, Inc., leading business solutions provider of strategic consulting, custom reporting, analytics and flexible technology to power smarter decisions for consumer goods companies.

For more information, contact info@rw3.com
www.rw3.com

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