

Cases:

Description:

You are a consultant who has been hired by a shipping company that has experienced problems in standardizing its working methods. The company has a staff that is used to working in different ways and there is a desire to introduce standardized processes to increase efficiency and improve the quality of services.

Task:

Together, you must discuss and formulate proposals on how to standardize working methods at the forwarding company and at the same time maintain high quality and efficiency. The discussion should include the following aspects:

1. **Why standardize:** Discuss why it is important to standardize some working methods within the forwarding company. What benefits do they think this can bring, e.g. increased efficiency and uniformity in service delivery?
2. **Challenges:** Identify potential challenges or resistance that may arise when you try to standardize work methods in a work environment where employees are used to doing things their own way.
3. **Balance between standardization and flexibility:** How can you balance the need for standardization with the need for flexibility and adaptation to different logistics challenges?
4. **Involve the employees:** Discuss how to involve the existing employees in the process of standardizing the work methods. What insights and suggestions can they contribute, and how can you motivate them to embrace the change?
5. **Measurement and feedback:** How can the effects of the standardization be measured and collected input feedback from employees to continuously improve the standardization process?