

# Supply Chain Disruption:

## Are you a carrot, an EGG or a COFFEE BEAN?

In Jon Gordon and Damon West's WSJ Bestseller, *The Coffee Bean*, a simple parable of a carrot, an egg, and a coffee bean illustrates a very powerful and transformational lesson of life. When each of these items is immersed in hot water how does that transform what they once were? The impact of a global pandemic over the past 6 months is some of the hottest water many companies have experienced in their lifetime. Now is the time to decide, are you a carrot, an egg, or a coffee bean?

According to [Globalscope](#) family members, when considering the impact of post-COVID on the fragility of supply chains regarding globalization -vs- regionalism, those who can draw from the power within will allow themselves to transform their economic environment from the inside out. Franz Günther of Globalscope member firm [CCI](#) stated, "The cross-border strategic businesses that remain will either be survivors who can stand the lock-down restrictions with sales dents and liquidity gaps or 'thrivers' who can take over their market shares and increase their market-competition-position. Although this does leave some vulnerable to increased substitution risk." Ultimately, he feels that globalization itself cannot be rolled back as far as international market-segments need to be served and costing landscape needs to be kept competitive.

Hayer Iyer, Director of [a'XYKno](#) one of 3 Globalscope partners in India, noted that, "Companies are seeking for new methods and strategies to mitigate the risk and take control over the uncertainty factors."

One example highlighted by [Silverpeak's](#) Managing Partner Paddy Mcgwire, is Japan's largest manufacturer for bicycle components Shimano. "They are re-arranging things so that their factories in each country can manufacture complete components/products, such as gear assemblies, etc. Their manufacturing recovery was held up in all factories sometimes by just one component. Now their supply chain, apart from steel, seems almost all internal."

So will you be a carrot that is weakened by its environment, an egg that is hardened over by its environment, or a coffee bean that releases the power within which is greater than its external forces, allowing it to transform its environment from the inside out?

Interested in how we can help you?

[Globalscope Partners'](#) collective force of 55 relentless entrepreneurs in conjunction with the internal strength of our family network, have made it their mission to transform the lives of their clients for over 30 years.

Contact us to meet a [Globalscope](#) member and begin your transformation from a carrot or an egg to the best cup of coffee ever!

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