

# Nestle: Agricultural Material Sourcing Within the Concept of Creating Shared Value (CSV)

Lyle Hedman, Ben Tillman, Matt Mimms, Jay Rye

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## WHO MOVED MY CHEESE???

**Overview**

- What is "Who Moved My Cheese?" and Why do I Care About it?
- The Main Characters
- What happened in this book?
- The Cheese Points
- 4 Real Situations Relating to this Book
- Takeaways



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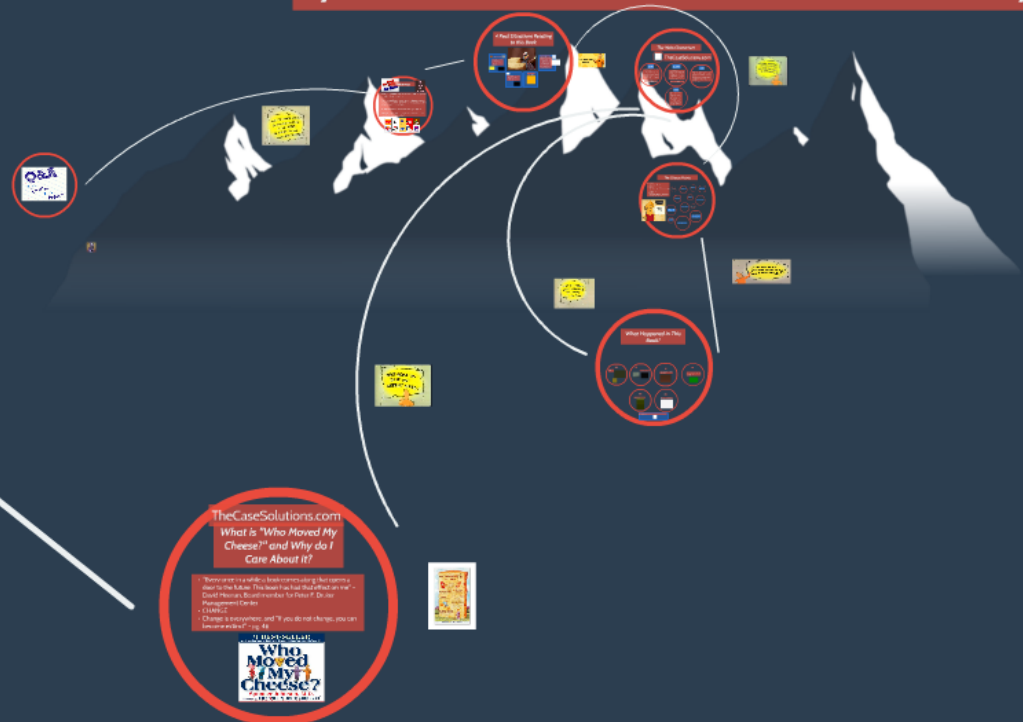
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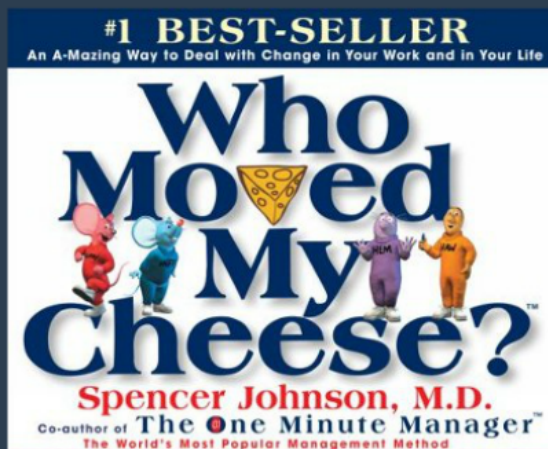
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*What is "Who Moved My Cheese?" and Why do I Care About it?*

- "Every once in a while a book comes along that opens a door to the future. This book has had that effect on me" - David Heenan, Board member for Peter F. Druker Management Center
- CHANGE
- Change is everywhere, and "If you do not change, you can become extinct" - pg. 46



# The Main Characters



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## Sniff

- In the story Sniff the mouse uses his sense of smell to locate cheese in the maze.
- His ability to smell out the location of the cheese helps himself and Scurry find the locations of cheese faster.
- Once the cheese in the first location runs out, Sniff gets back into the maze immediately and begins to smell out new cheese.
- In an organization, a Sniff like person is someone who can sniff out changes in the marketplace early, so they can help update the organization's vision at a faster pace.

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## Scurry

- Sniff would tell Scurry his mouse friend, in what direction he smelled the cheese and Scurry would run ahead and scout out different possible locations.
- Scurry's ability to move fast speeds up their process in finding cheese.
- Like Sniff, Scurry immediately returns to the maze to find new cheese when the cheese runs out in the first location.
- The Scurry like people in an organization are those who are quick to act and get things once they are pointed in the right direction.

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## Haw

- In the story Haw is a logical, mouse sized man looking for cheese in the maze.
- When the cheese goes missing in the first location, Haw's first reaction is to wait until it comes back because he is comfortable with their current position and fearful of the process of looking for new cheese.
- After a long time of waiting, Haw realizes he needs to overcome his fear of failing to find new cheese and begin the search again.
- Haw has revelations throughout the story which changes his behavior and way of thinking about adapting to change.
- In an organization, the Haw like people are those who slow the progress of the company down.

## Hem

- Hem is also a logical thinking, mouse sized man looking for cheese in the maze.
- When the cheese goes missing in the first location of the maze, Hem waits around waiting for the cheese to come back.
- Hem is comfortable in his current location and doesn't like the idea of change.
- When Haw suggests that they search for new cheese, Hem is stubborn and stays and waits for the old cheese.
- In an organization the Hem like people slow the organization down and are either let go or prevent progress.

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**HEM**

one who denies to change as he fears it will lead to something worse

**sniff**

who sniffs out and change early!



**haw**

who learns to adapt in time when he sees changing can lead to something better!

**SCURRY**

who scurries into action!

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