

# **CAIL / UPS Collaboration**

To help with understanding, being on the same page, and setting expectations to effect change and meaningfully improve outcomes – looking forward to learning about :

## **Project Guidelines Questions**

- What would you like to see come from collaborating ?
- Who else would we be collaborating with ?
- What would their expectations be with UPS / CAIL collaboration ?
- How would it be preferred our collaboration be viewed –
  - A. improving business insight and opportunities
  - B. developing the mindset to be more entrepreneurial
  - C. make innovation more rewarding
  - D. to be better at asking questions
  - E. to be better at identifying opportunities
  - F. better able to create new value
  - G. better able to make good on opportunities
  - H. other ?

## **Organizational Status and Aspirations Questions**

1. What business is UPS in ?
2. Where are the opportunities ?
3. If starting out today – how would you look at the industry, the business ?
4. What are the challenges to change ?
5. What information at [www.cail.com/BI](http://www.cail.com/BI) - is of interest or resonates ? why ?
6. What's the mindset needed to –
  - A. Meaningfully improve outcomes ? evolve the business ? move to a new business model ?
  - B. Do what
    - Apple did to Music ?
    - Amazon did to Retail and Ecommerce ?
    - Netflix did to Entertainment ?
    - Airbnb did to Accommodations ?
    - Uber did to Transportation ?

7. Who could UPS partner with to –
  - A. Explore new business opportunities ?
  - B. Create new capabilities ?
  - C. Deliver new value in - logistics
    - adjacent market(s)
    - new market(s)
8. How and who makes decisions at UPS on strategic initiatives ?
9. What are the success metrics ?
10. Based on the information at [www.cail.com/BI](http://www.cail.com/BI) and other innovation sources, what questions does UPS have to fast-track being able to -:
  - A. Look at things in new ways ?
  - B. Be better at identifying and assessing opportunities ?
  - C. Developing the entrepreneurial mindset and culture ?
    - a. in the C-Suite
    - b. in middle management
    - c. across the organization
  - D. Creating and deploying new value / products / services
  - E. Elevating Leadership – overall and within departments
  - F. Better perceive and manage risk / have a greater risk tolerance
  - G. Having the incentives to encourage and reward –
    - d. entrepreneurship
    - e. risk taking (small and large)
      - that produce meaningful outcomes and benefits
      - from learnings of failed initiatives
    - f. strategic thinking
    - g. having high perseverance
    - h. building a positive culture
    - i. big and small contributions to the business, industry, society, etc.
11. Any other strategies, considerations, initiatives that should be highlighted that would –
  - A. Help in setting or achieving objectives ?
  - B. Cause challenges to effect change or achieving goals ?