WEEKLY PROGRESS REPORT
June 19–25

Insights of the Week

1. Social-media data can help predict consumer demand. Social media data are more likely to be relevant to products with highly uncertain sales or industries heavily influenced by trends, such as fashion and entertainment. —Antonio Moreno-Garcia

2. “If I’m making sourcing decisions, I need to quantify it.” —Jan Van Mieghem on the choice between manufacturing overseas, manufacturing nearby, or relying on a mix of the two.

People I Met With (internal)

| Mary Smith, President | Lisa Meier, Product Marketing Mgr. |
| Jerry Valentine, VP of Product | Stanley Tisch, Field Marketing |
| Emily Sharp, Product Mgr. | Tom Erly, Product Marketing Mgr. |

Progress Against Goals

DONE

1. Completed operational-efficiency audit
   Developed and executed on an operational-efficiency program to reduce downtime between shifts.

2. Initiated intra-company data-sharing project.
   Operational-efficiency audit identified data silos between operations and product-development functions. Initiated a data-sharing plan to alleviate duplicated efforts.

IN PROCESS

3. Identify Canadian market opportunities
   Undertaking competitive and customer analysis to gauge potential for expansion into Canada.

Roadblocks & Support Needed

I am having trouble identifying a contact with experience navigating the Canadian regulatory environment.

What’s Next

1. Schedule fall leadership meetings
   Per feedback from regional team leaders, I am designing a 30-minute weekly conference call to share progress on the project.

2. Strategic planning
   Our 2018 strategic-planning schedule has been released. I will be responsible for pulling together the company’s operational plans.