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FORO  
GESTIÓN  
AVANZADA

# *Extrusión Excelente: Una Historia sobre la Gestión del Cambio y el Factor Humano*



Promueve:



Coordinación:



Colabora:



## AF Logroño Extrusión change story

AF Logroño Extrusión have faced a number of challenges that have adversely impacted on our sales, presenting an opportunity in terms of achieving the production volumes we know the site is capable of achieving.

The *Extrusion Excelente Programme* is an opportunity for AF Logroño Extrusión to get **back on course**.



Promueve:



Coordinación:



Colabora:



## AF Logroño Extrusión change story

We need to focus on our strengths in order to build on them



positive  
team attitude



a management  
team committed to  
succeeding



Amcor's position  
within the market.

We also currently benefit from a desirable cost position and plant location, as well as Amcor's support in taking our site to the next level.

Promueve:



Coordinación:



Colabora:



## AF Logroño Extrusión change story

We can use these strengths to **overcome the challenges** we are currently facing:

- the need to further develop our talent and technical competencies
- the competition we face, both regionally and within Amcor;
- our relatively small size and subsequent lack of visibility
- our approach to internal and external communication initiatives;
- our raw material costs.



Promueve:



Coordinación:



Colabora:



## AF Logroño Extrusión change story

- Achieving the aspirations set out in the *Extrusion Excelente Programme* will take a **collective effort** marked by open lines of communication and idea sharing.
- We plan on involving co-workers in cross functional test groups to collect inputs and feedback in order to generate new ideas and impact positively on the launch of new initiatives.
  - We also need to establish formal communications processes and channels, both to be better integrate into the greater Amcor family and gain better visibility with our customers.
  - Operational improvement is another priority: from identifying and implementing Continuous Improvement initiatives, to finding ways of doing things more efficiently without compromising quality.



Promueve:



Coordinación:



Coábitora:



[www.larioja.org](http://www.larioja.org)

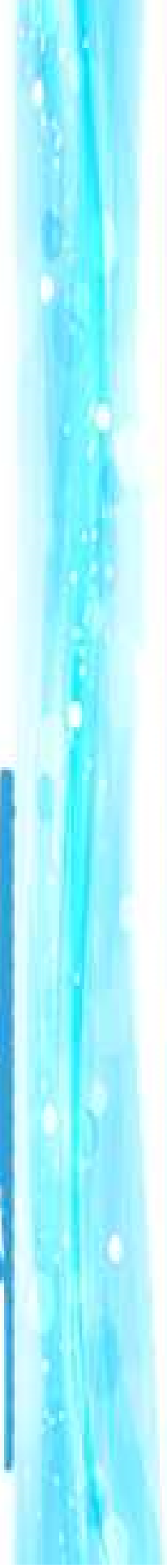
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## AF Logroño Extrusión change story

Firstly, we have to establish ourselves as a key player in Amcor's growth agenda. This means making ripples by improving our Customer Focus by providing a better service characterised by simplification and stronger partnership building.

We also need to invest in our people by clearly defining and assessing each co-worker's role while devising and implementing individual development plans.

We need to develop a smarter financial culture, which mean improving the quality of our data, improving our costing system and performing sound investment analyses.



Promueve:



Coordinación:



Colabora:



## AF Logroño Extrusión change story

To make the most of this opportunity, each of us needs to have a clear understanding of the *The Extrusión Excelente Programme* and play our part through **engagement, active communication and participation**, and by doing what we can to ensure we are helping to make each other successful.

