



**Teach For All**  
A Global Network



August 9, 2024

# THE CHALLENGE OF LOGISTICS

*A LOOK AT THE LOGISTICS INDUSTRY*

# LEARNING OBJECTIVES

By the end of this module you will be able to:

- Explain in general terms what the logistics industry is about
- Using DHL Group as an example, present the key specifics of the DHL Group divisions Express, Supply Chain and Global Forwarding as well as specifics of the DHL Group's Environmental Focus
- Prepare a pitch and present this in a professional setting



# TODAYS LEARNING JOURNEY

1

Session  
introduction:  
Teaser  
activity

2

Logistics  
Industry in  
a nutshell

3

Activity:  
DPDHL as an  
example

4

Activity:  
Your logistics  
challenge

5

Wrap up



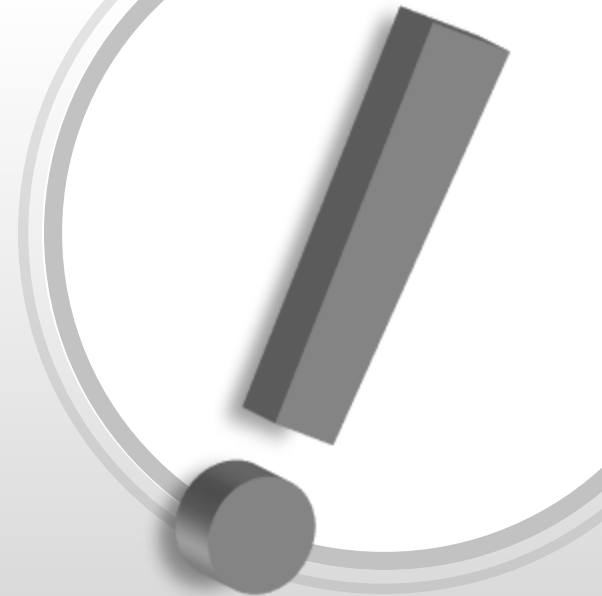
Duration:  
03:00 hours

# GROUND RULES









# ACTIVITY

- INTRODUCING  
YOURSELVES  
PAPER BALL FIGHT!

# INTRODUCING YOURSELVES



Individual activity ... but not entirely ...



On an A4 sheet of paper ...

- Write three, not too complex, questions (things you would like to ask to any next student in the room and that are safe to answer)
- Crumple the A4 into a ball
- At the sign ... throw your paper balls at each other and make sure to mix them up thoroughly



3 minutes to write the questions, 1 minute for the "Paper ball fight" and then ... 30 seconds to introduce yourself using the questions you received.





**ACTIVITY**  
Can I have that  
beautiful hat?







# LOGISTICS INDUSTRY IN A NUTSHELL

# MEET ... EFFIBOT

Hello

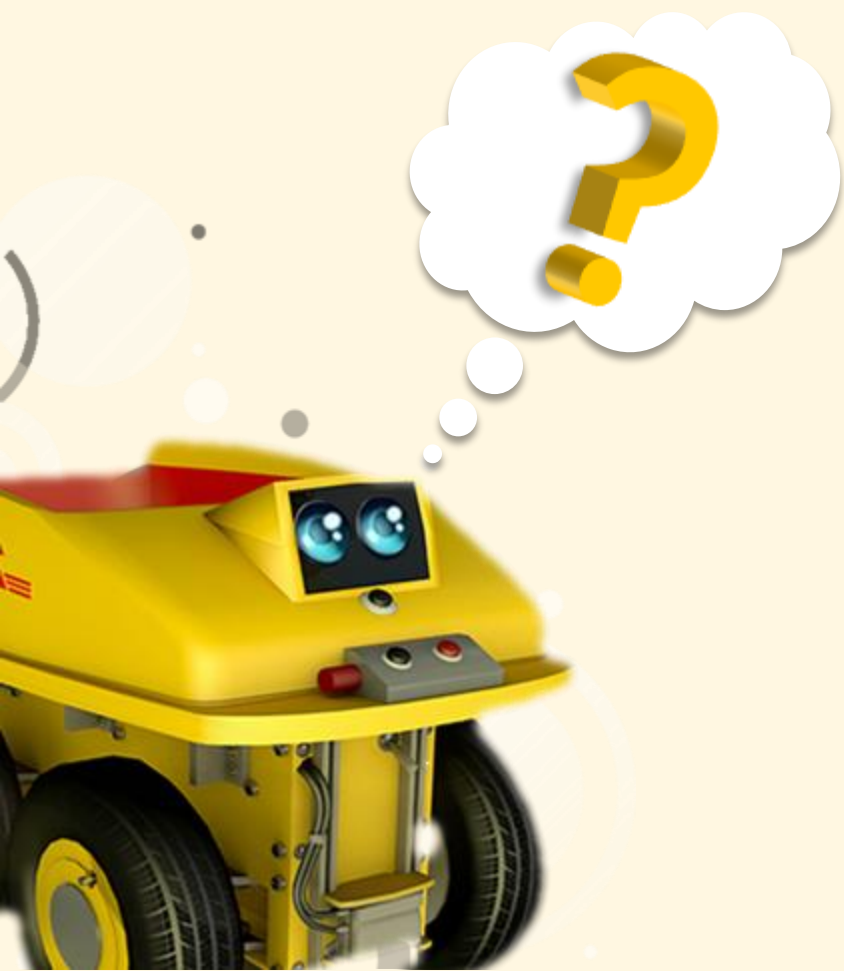


















# THIS IS ALL ABOUT LOGISTICS





# GOODS ARE MOVED VIA ...



AIR



ROAD



RAIL



SEA



## A QUICK QUESTION ...

How are goods moved  
*across the globe?*

By which means of  
*transportation?*

# AIR TRANSPORT



- Fast over long distances (short transit time)
- Reliable when time is important
- Frequent(daily) departures



- Unsuitable for very large / heavy goods
- Fairly expensive
- Environmental impact





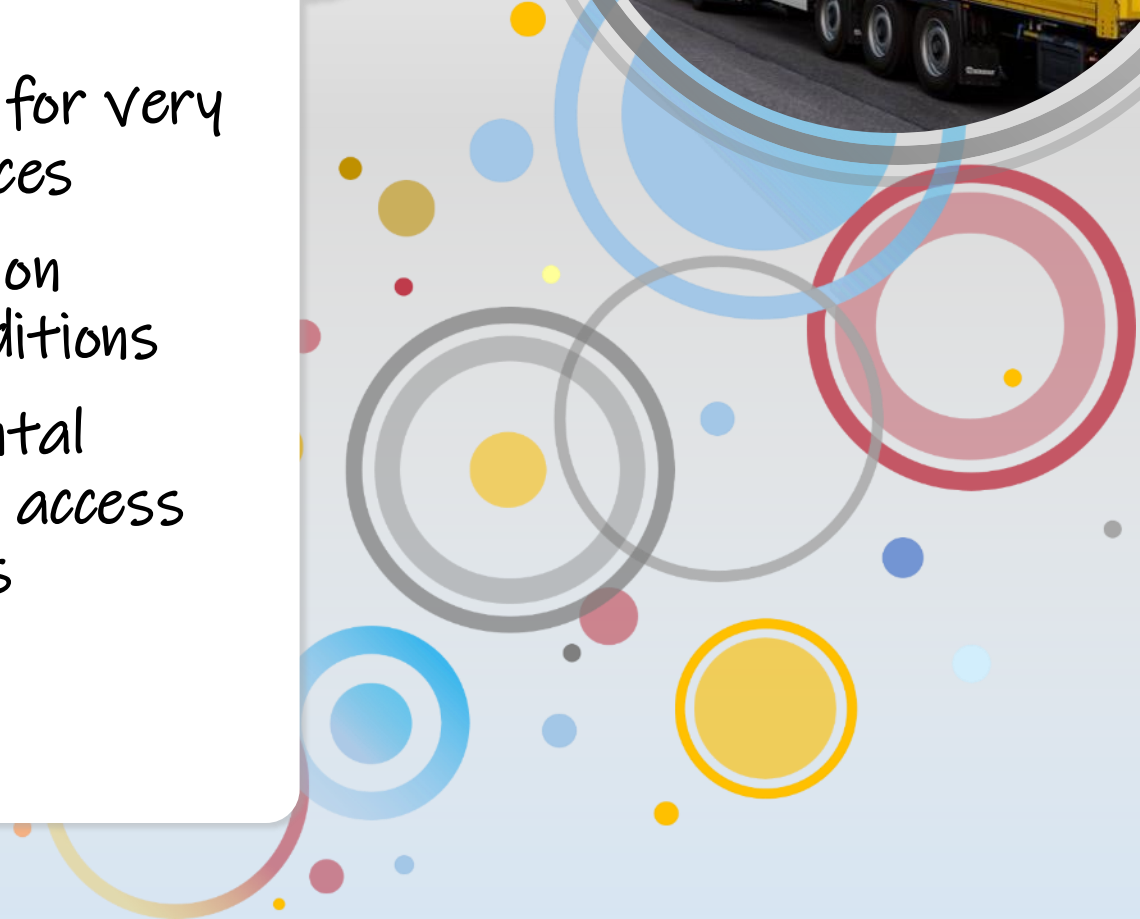
# ROAD TRANSPORT



- Flexible routes
- Full access to the maze of road infrastructure
- Door-to-door delivery is possible
- Rather good price



- Unsuitable for very long distances
- Dependent on traffic conditions
- Environmental impact and access restrictions



# RAIL TRANSPORT



- Covers long distances
- Large capacity (great for high-load shipments)
- Cost effective
- Environmentally friendlier



- Inflexible routes
- No door-to-door delivery
- Not ideal for small loads / shipments



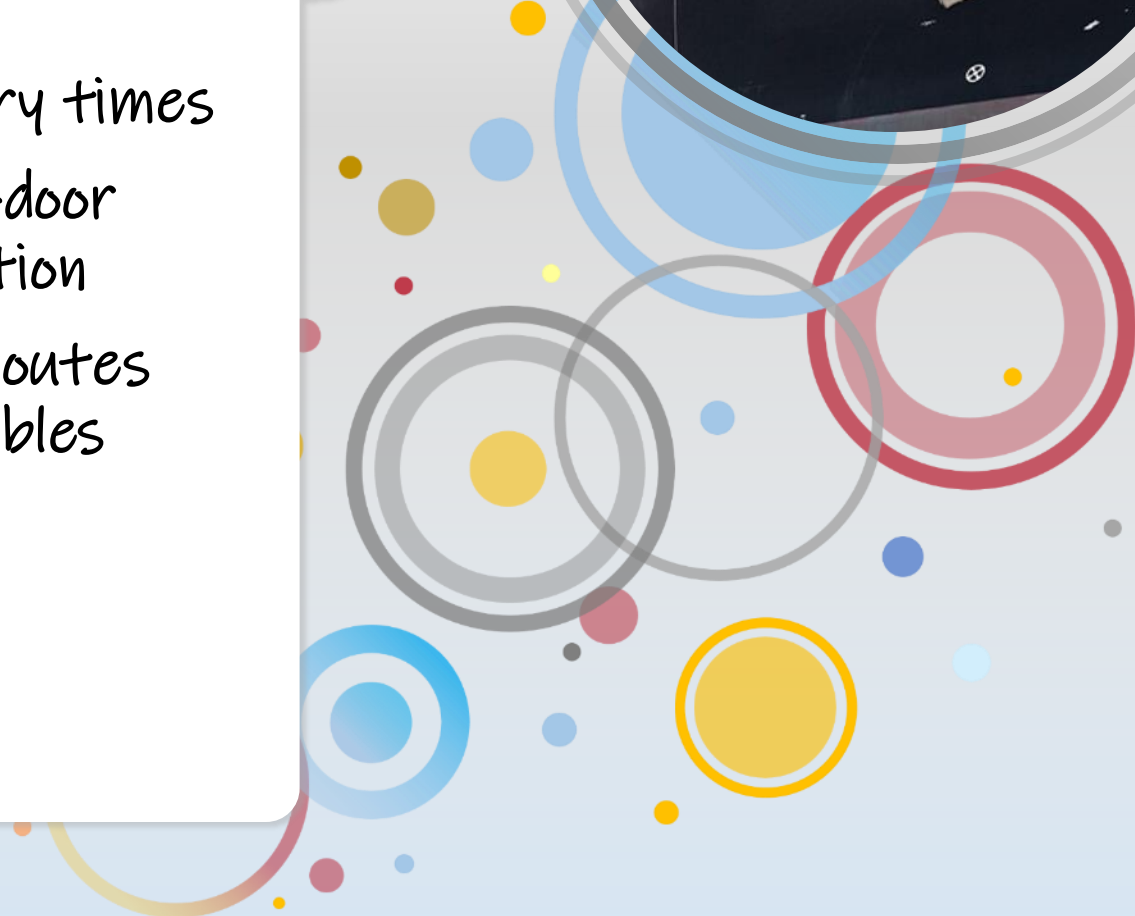
# SEA TRANSPORT



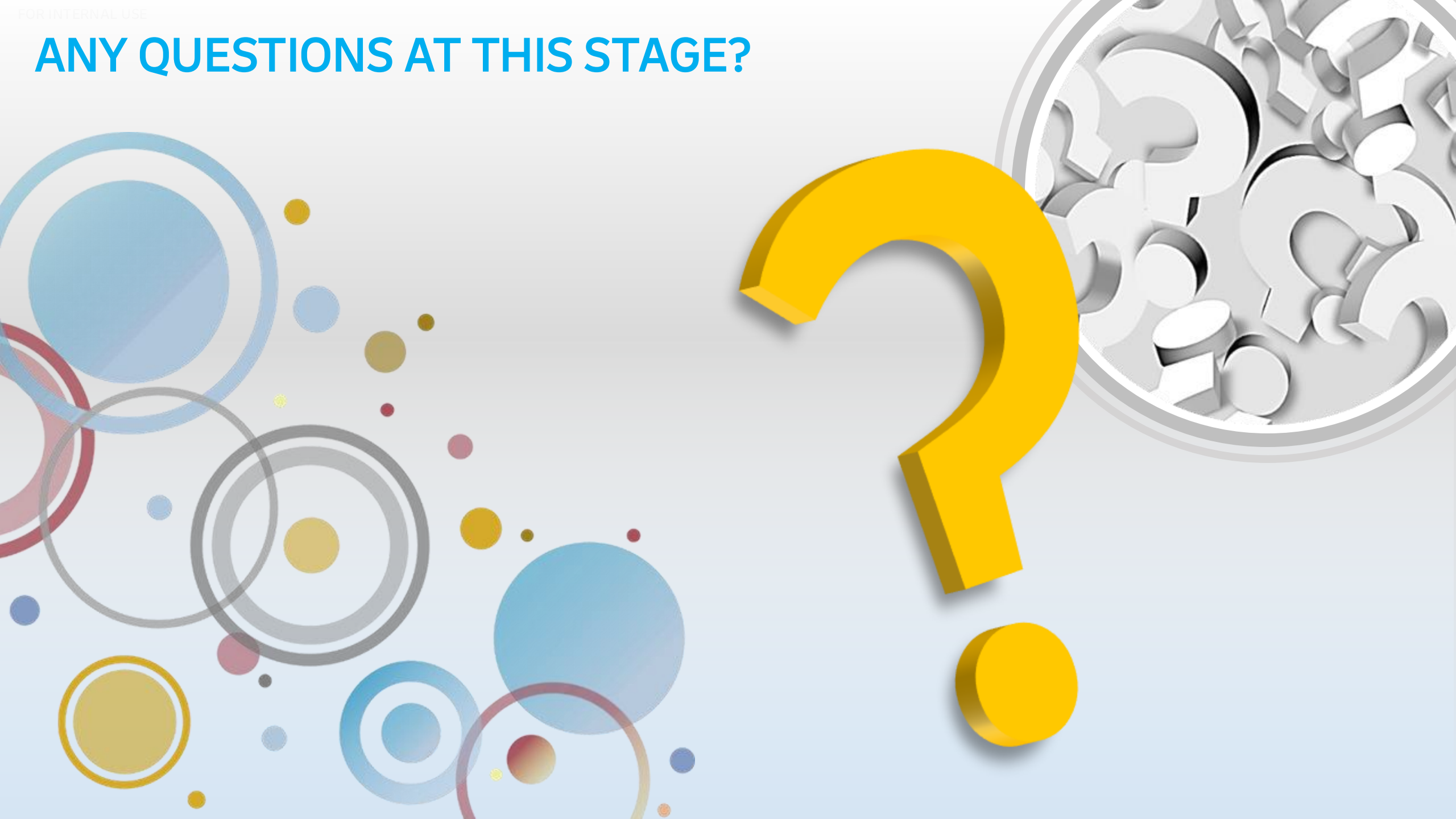
- Ideal for very large and heavy shipments
- Rather cost effective for large amounts
- Shipping containers fit on trucks



- Slow delivery times
- No door-to-door delivery option
- Inflexible routes and timetables



# ANY QUESTIONS AT THIS STAGE?







# RECAP QUIZ



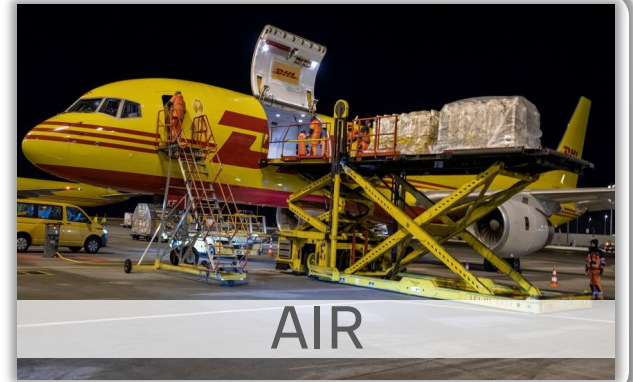
# QUESTION 1

You want to ship a rather large quantity of goods, over a very long distance. It should be done as environmentally friendly as possible.

What mode of transportation will you choose?



A



AIR

B



RAIL

C



ROAD

## QUESTION 2

You have a shipment that needs to go from China all the way to Canada. It needs to be delivered as fast as possible.

What mode of transportation will you choose?



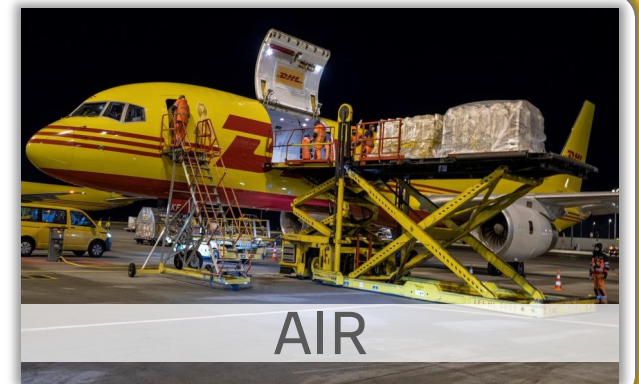
A



B



C





## QUESTION 3

Your customer does not want to pay too much but he wants his shipments to be delivered at his doorstep.

What mode of transportation will you choose?



A



RAIL

B



SEA

C



ROAD

## QUESTION 4

In four weeks, you are moving house from Ghana, Africa, to Spain, Europe. There is a lot of furniture that you want to bring to Spain.

What mode of transportation will you choose?



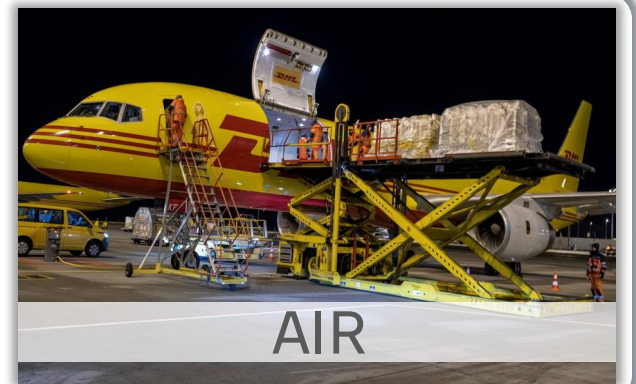
A



B



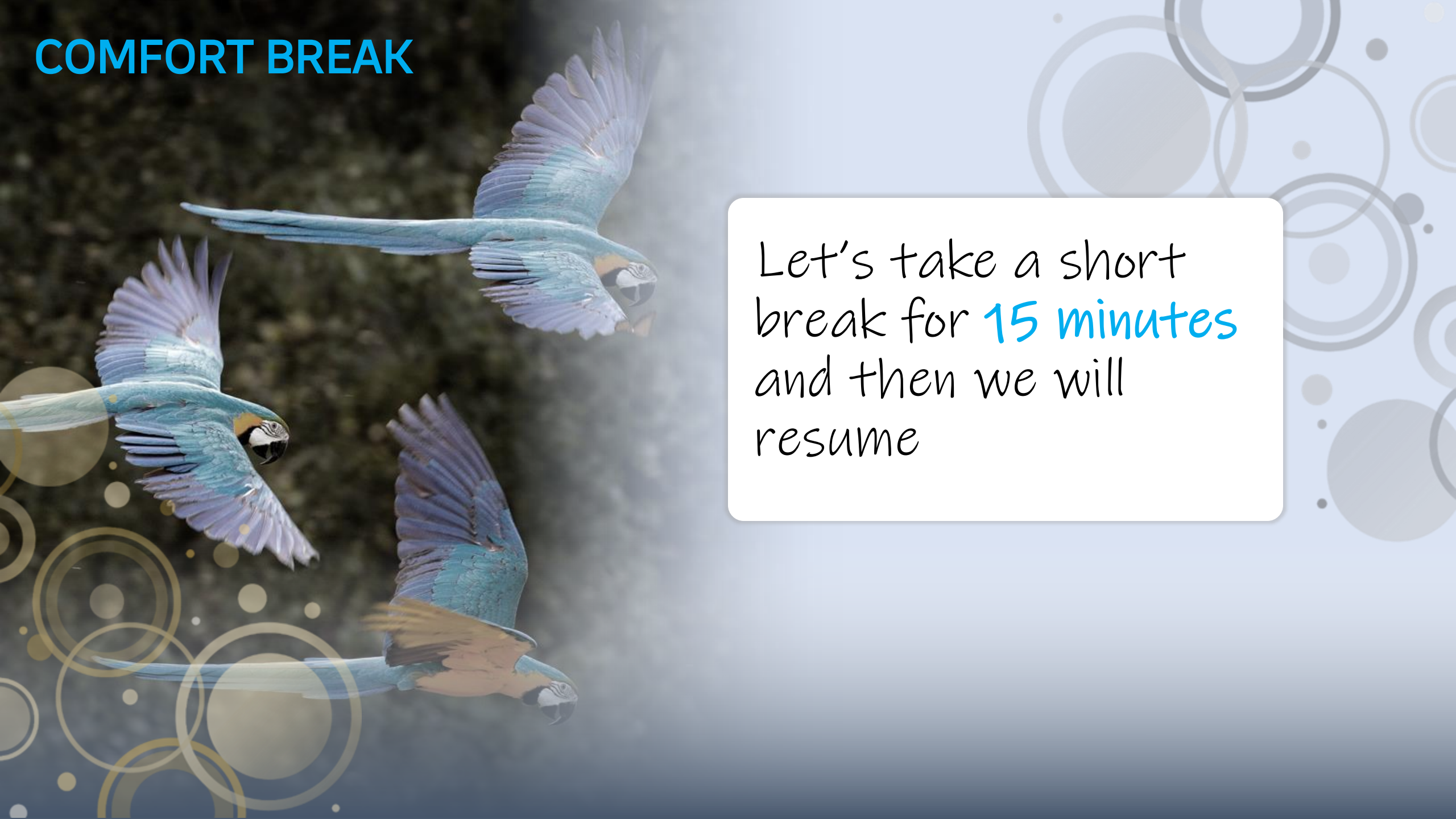
C





# COMFORT BREAK

Let's take a short  
break for **15 minutes**  
and then we will  
resume





# DPDHL AS AN EXAMPLE

## A QUICK QUESTION ...

Let's say ... a friend of yours sees DHL letters on a truck in the street and asks you: "what is **DHL**"?

What would you answer?  
Anything you know about it?



# ANY COMMONALITIES?

Logistics



Sports



Fashion



Music



Logistics



Sports



Disaster



Movies



# WE ARE EVERYWHERE!

Logistics



Sports



Fashion



Music



Logistics



Sports



Disaster Response Team

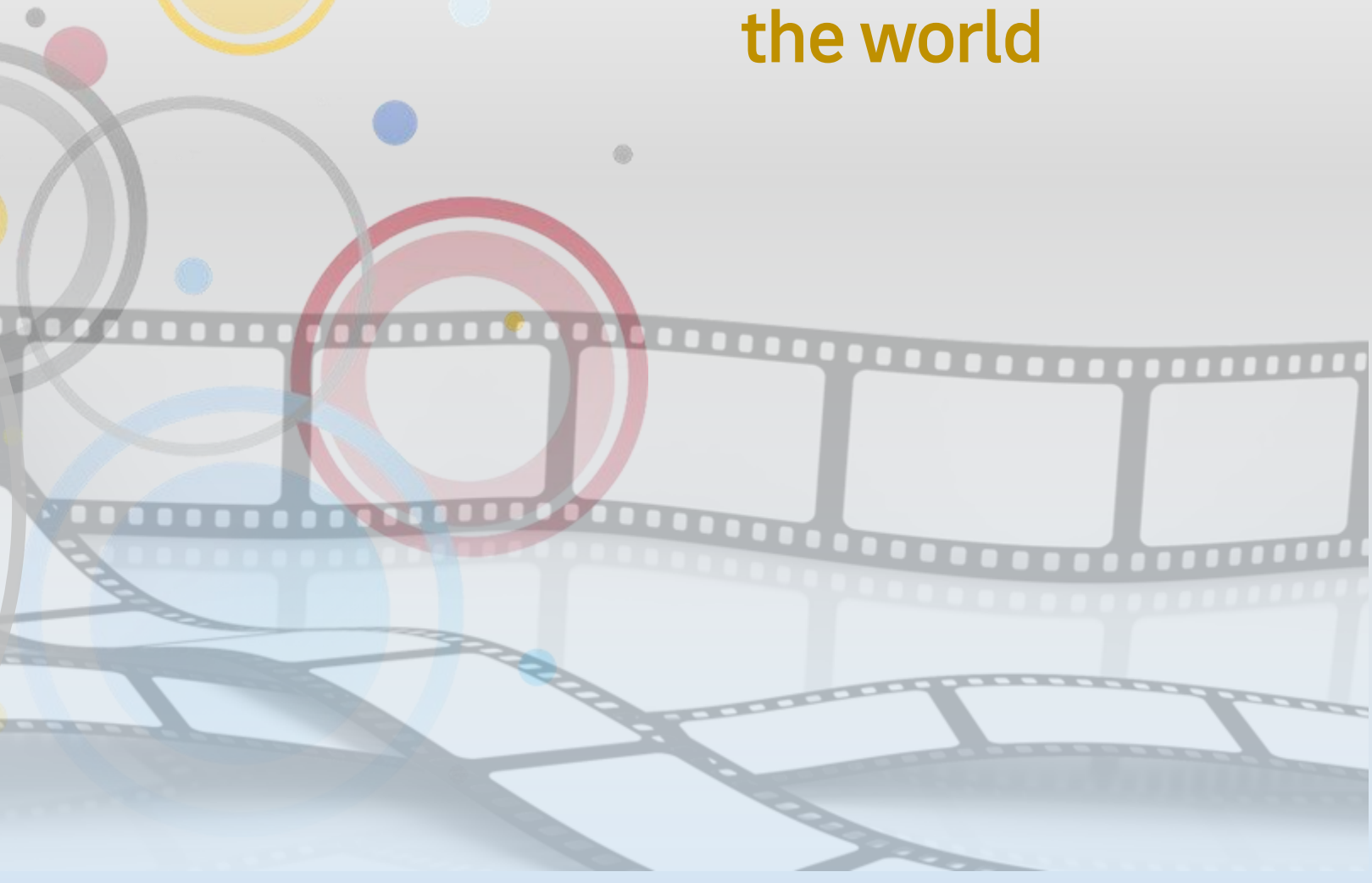
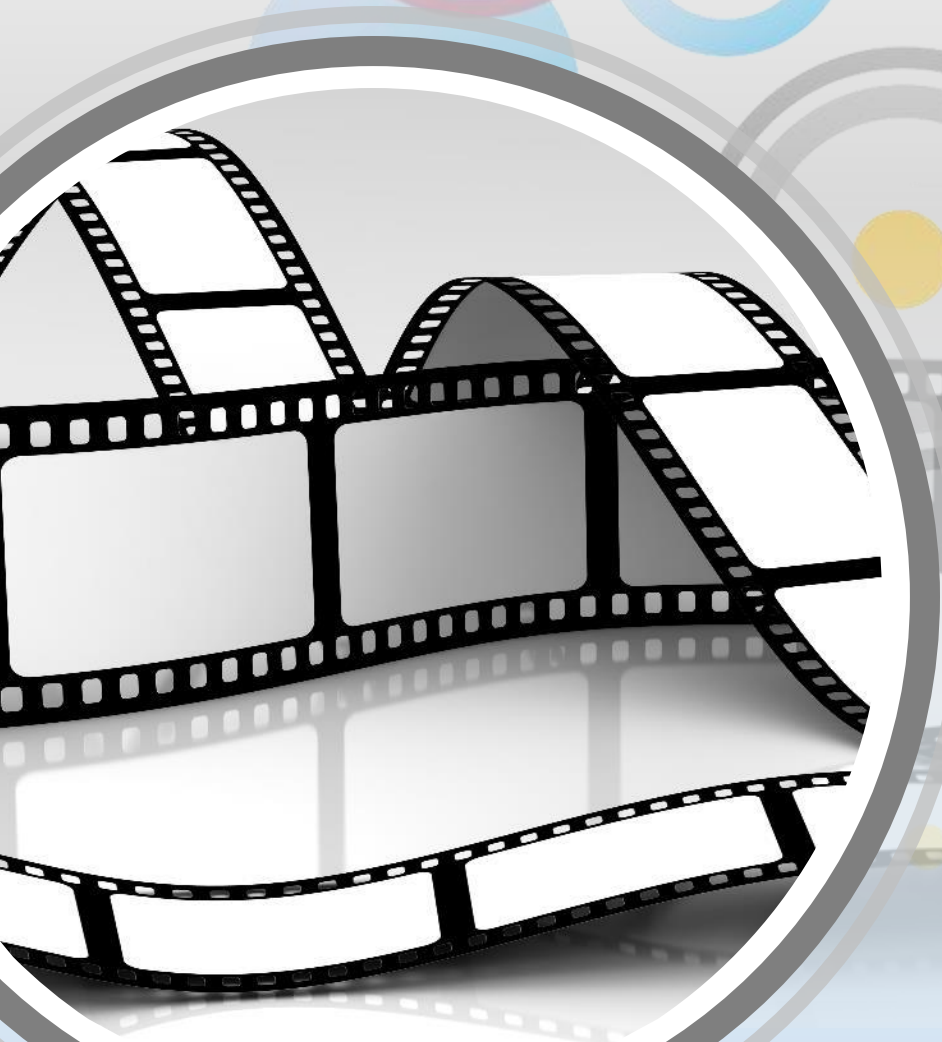


Movies



# FILM

How logistics impacts  
the world







**ACTIVITY**  
May I present to  
you ... DHL

# MAY I PRESENT TO YOU ... DHL



Working in 4 groups



- In your group, read and discuss the topic allocated to you
- Prepare a two-minute presentation using the guiding questions in your assignment
- At least two students from each group to present the group's findings



30 minutes to read, discuss and prepare



# MAY I PRESENT TO YOU ... DHL

Now it is your turn ... Presentation time!  
Who goes first?

- DHL Express
- DHL Supply Chain
- DHL Global Forwarding & Freight
- Environmental focus







# YOUR LOGISTICS CHALLENGE



# ACTIVITY

- Logistics Challenge  
**PART ONE**

# LOGISTICS CHALLENGE – PART ONE



Working in 3 groups



- Transport a product from Chongqing (China) to London (UK).
- Each product has different transport requirements
- Create a logistics plan






30 minutes





# TEMPLATE LOGISTICS PLAN

LOGISTICS PLAN FOR: ...				
	Transport Method	Cost 	Time 	Environmental Impact 
Leg 1				
Leg 2				
Leg 3				
Leg 4				
Total				

# COMFORT BREAK

Let's take a short  
break for **15 minutes**  
and then we will  
resume



# ACTIVITY

- Logistics Challenge  
**PART TWO**



# THE POWER OF PITCHING



Time for your **sales pitches**.  
What is a **sales pitch**?  
Why is it important?

# SALES PITCH GONE WRONG ...



# SALES PITCH ... GOOD EXAMPLE

## Thrivent Financial

"We provide advice, banking, insurance, investment options, and guidance on how **you** can live generously. Money itself isn't **your** end goal. (But it can help **you** get there.)

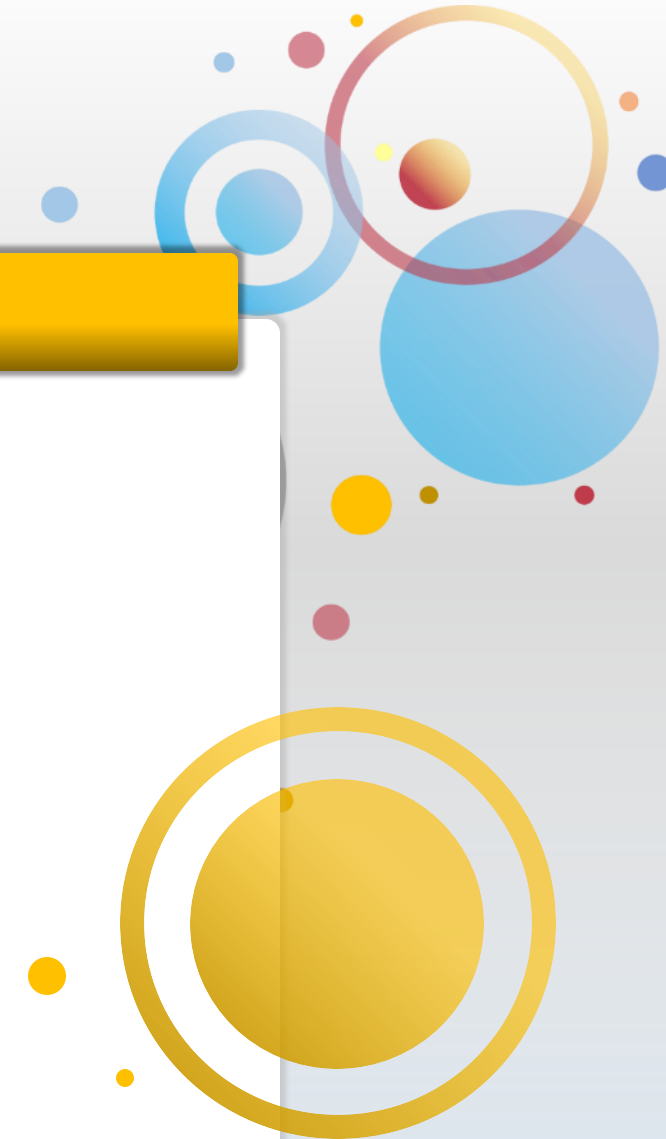
Our financial guidance can help **you** move forward in life and reach your own higher purpose.

We take the time to learn what matters most to **you** and provide resources that help you put **your** values into action."



# TOP TIPS FOR A GREAT PITCH

- Know your objective: *what do you want to achieve?*
- A proper introduction with your company's summary
- What are your company's *unique selling points?*
- Build a logical story
- Watch the clock and stick to your core messages: *less is more!*



# LOGISTICS CHALLENGE – PART TWO



Working in 3 groups



Your group represents a logistics company.

- Find a nice (or cool) name for your logistics company
- Create a sales pitch, using the guiding questions in your workbook and consider: **BUDGET, TIMEFRAME, ENVIRONMENT**
- Convince the owners that your logistics company should be considered and present your logistics plan
- At least two, preferably three, people to present



25 minutes to create your pitch, 5 minutes presentation per group, 5 minutes feedback



# YOUR PITCH – CHEWY COOKIES CO



**CHEWY COOKIES CO**

*A delight with every bite*

**CHEWY COOKIES CO**



# YOUR PITCH – SUPER PHARMA

**SUPER PHARMA**  
**In love with life**



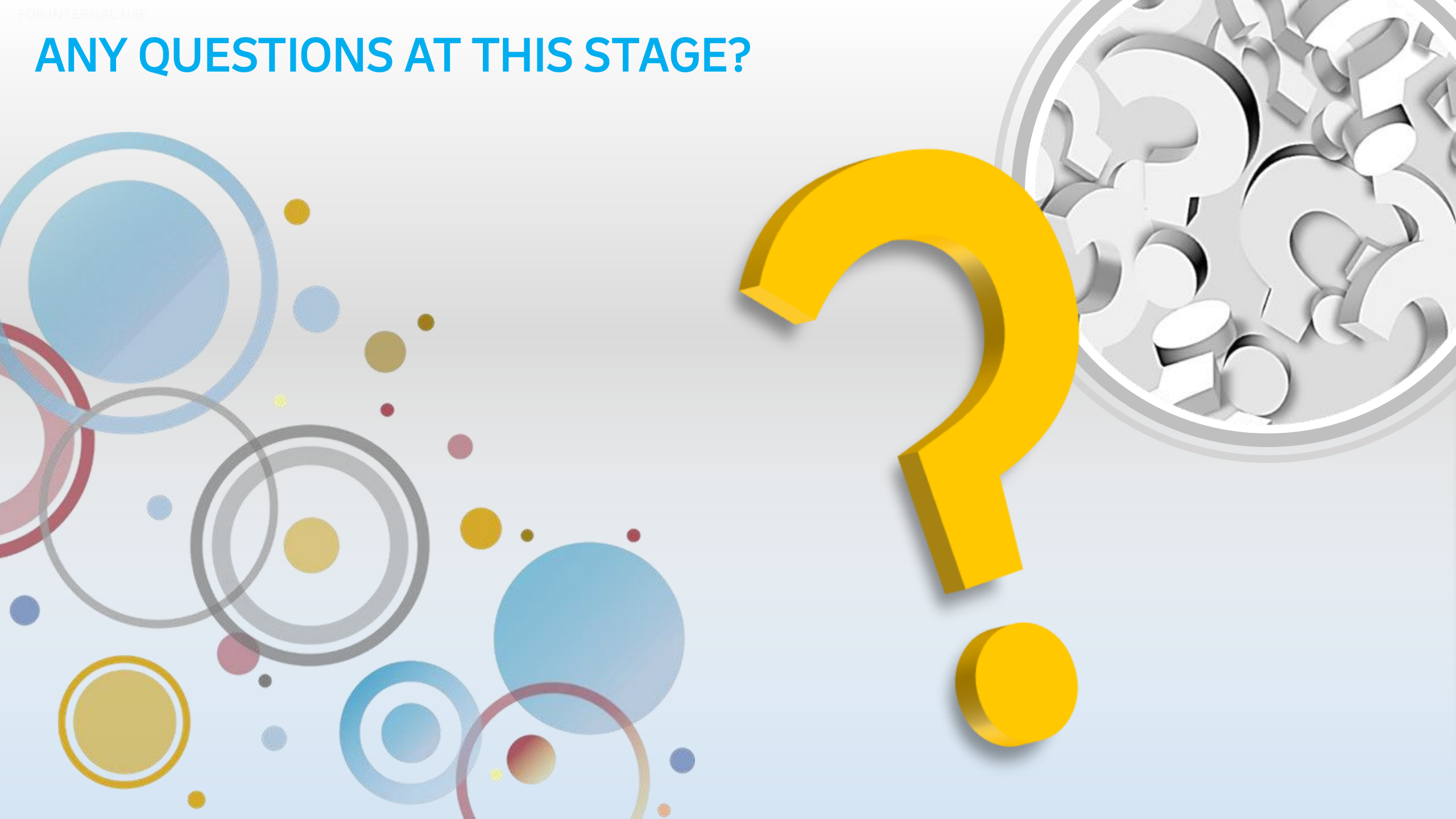


# YOUR PITCH – TOP ENGINES LTD

**TOP ENGINES LTD**  
**YOUR ENGINE, OUR DRIVER**



# ANY QUESTIONS AT THIS STAGE?







**WRAP UP**

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- Using DHL Group as an example, present the key specifics of the DHL Group divisions Express, Supply Chain and Global Forwarding as well as specifics of the DHLGroup's Environmental Focus
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# ACTIVITY

● YOUR KEY LEARNING  
POINT



# YOUR KEY TAKEAWAY



Individual



- Stand in a circle
- What are your key takeaways
- Pass (or throw) the ball to the next person (**NOT** to your direct neighbour!!)



10 minutes



SOMETHING SWEET ... SOMETHING SOUR ...



Imagine that now you have to replicate this workshop for your friends.

What would you **change** / **keep**?





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A Global Network



**THANK YOU FOR YOUR TIME  
AND ATTENTION**

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