

Strategic resilience: build a resilient manufacturing company

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How do you make your manufacturing company stronger in uncertain times?

Volatile raw material prices, vulnerable supply chains, and rapidly changing markets make business less predictable. Efficiency alone is no longer enough. Manufacturing companies also need enough room to manoeuvre to respond quickly when circumstances change.

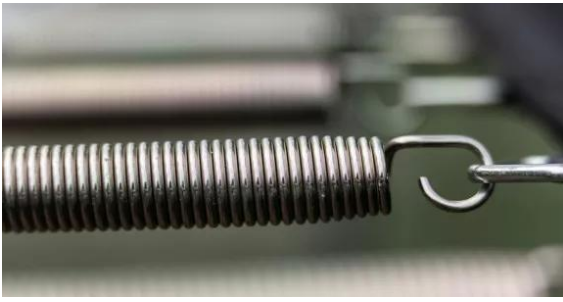
Strategic resilience helps you reduce vulnerabilities, build alternatives, and create new value. Circular strategies play an important role in this. They reduce dependencies, diversify revenue streams, and strengthen customer relationships. In these articles, you will discover how to put these principles into practice.

What to expect?

1. [Identify your vulnerabilities and build strategic resilience](#)
2. [Make your business model more robust with multiple solutions](#)
3. [Strengthen your business through long-term collaboration](#)
4. [Provide direction when the environment becomes complex and uncertain](#)
5. [Embed change across your organisation](#)
6. [Learn from 10 years of experience with new business models](#)

1. Identify your vulnerabilities

Strategic resilience starts with insight. Where do you depend on a supplier, material, technology, or source of revenue? These vulnerabilities show you where to take action first.



Make dependencies visible, then build alternatives. Combine products with services, diversify your sourcing options, and collaborate strategically. This protects your core activities and gives you more room to manoeuvre when markets change.

[Build strategic resilience](#)

2. Diversify your risks like Q-lite

What happens when a product or source of revenue comes under pressure? **Q-lite diversifies its risks** through maintenance, repair, upgrades, reuse, and services alongside traditional product sales.

This broad approach gave Q-lite additional options when deliveries were disrupted and customer needs changed. Refurbished screens are quickly available, while upgrades extend their service life. New services also generate additional revenue and create longer-lasting customer relationships.

[Discover Q-lite's approach](#)



3. Make collaboration a source of resilience

Strong companies do not operate alone. **Long-term relationships with customers, suppliers, and partners** provide greater stability when markets and value chains come under pressure.



Long-term contracts, co-creation, and shared goals build mutual trust. They also support new models based on repair, refurbishment, and services. This helps you build a network that provides alternatives when one link in the chain fails.

[Strengthen your collaboration](#)

4. Provide direction without knowing all the answers

Uncertainty calls for a different style of leadership. **Resilient leaders create room to learn**, ask questions, and test new solutions in a controlled way.

Leadership does not have to come only from the top. Trust, openness, and shared initiative help teams respond to change more quickly. Leaders who create room for experimentation and nuance identify new opportunities sooner while keeping risks under control.

[Strengthen leadership during change](#)



5. Turn individual initiatives into lasting change

A successful experiment is not yet a new strategy. **Lasting change only happens when strategy, structure, processes, and people evolve together.**



Growing Circular shows you how to move from pilot projects to structural change. You align strategy and organisation more effectively, manage change, and learn to work more flexibly. This also strengthens your company's ability to adapt.

[Embed change in your organisation](#)

6. Learn from 10 years of practical experience

More than 20 cases reveal a clear pattern. **The biggest challenges are rarely purely technical.** They mainly concern customers, collaboration, revenue, processes, and strategic choices.

Companies often start with a specific challenge: reducing dependence on raw materials, creating more stable revenue, or strengthening customer relationships. Circular models then become more than a sustainability choice. They support competitiveness and resilience.

[Discover 10 practical lessons](#)



Turn resilience into action

Would you like to identify your biggest dependencies and find out which steps will make your company stronger? Sirris helps you identify opportunities, test options, and develop an approach that fits your organisation, market, and value chain.

[Contact our expert](#)

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