

# How To Convince Plant Executives To Increase EMP Budgets

Wendy White

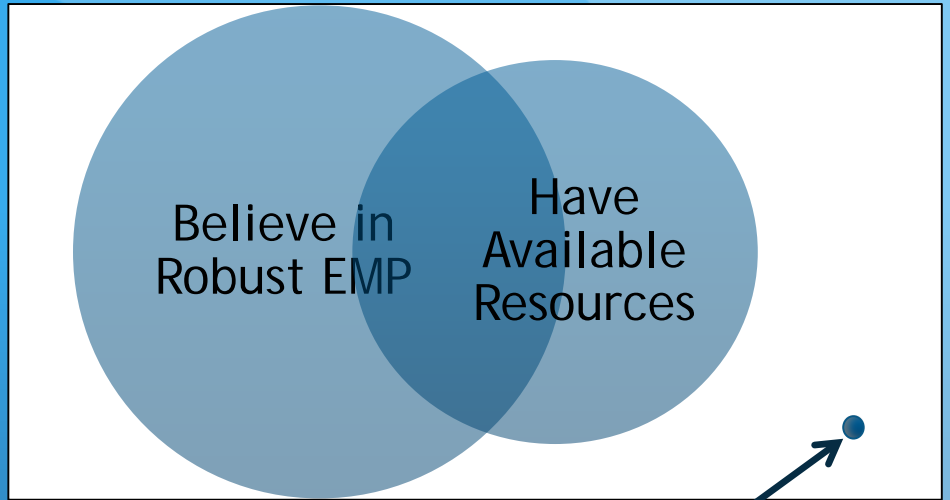
Food Safety and Microbiology Conference

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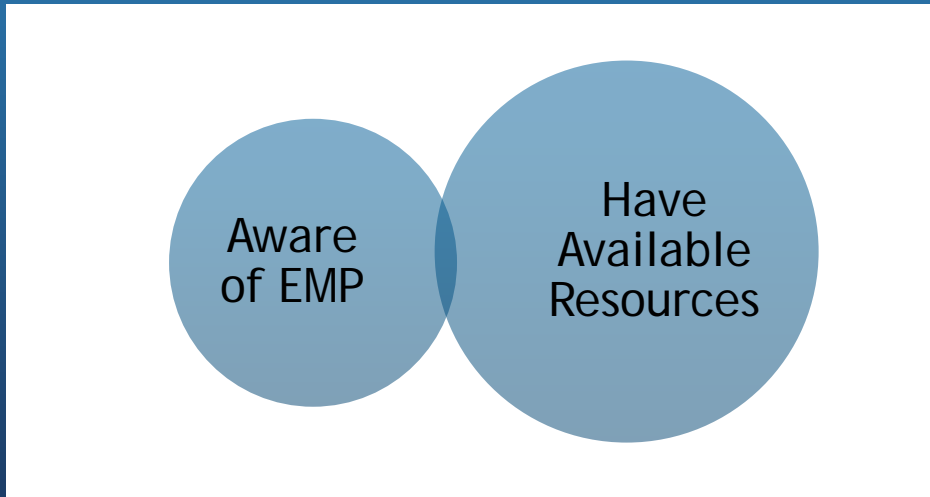
# Scientist VS Executive



# People In This Room



VS



## Your Executives

# Do Your Homework

- Design your ideal EMP
- Define the resources
  - Materials
  - Lab costs
  - Personnel
  - Operational downtime
  - LMS Platform



# Plan Your Pitch

- Understand your audience
- Outline the “why” of your ask
- Translate that into impact to the bottom line



Don't Be Afraid To Ask For Help

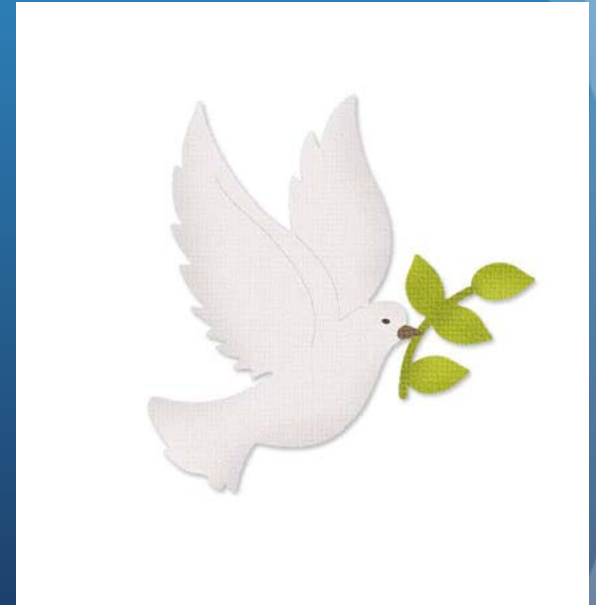


# Choose Your Tactic

- Tailor your approach to your audience
- What's your target motivation
- Choose the appropriate delivery
  - Email
  - Conference call
  - Onsite meeting
  - Submit with regular budget or separate meeting
- Be prepared to switch gears

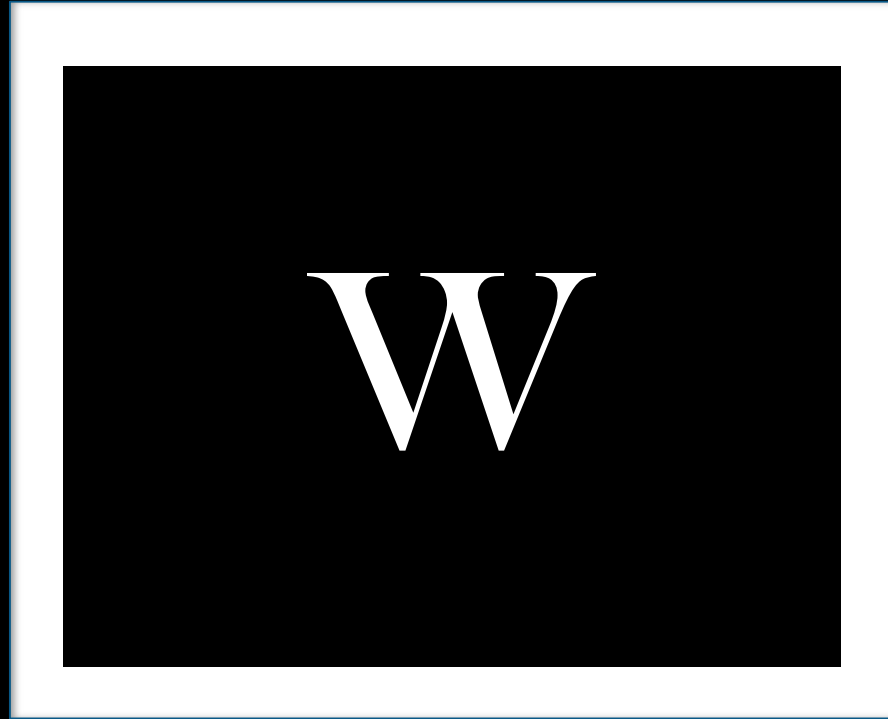
# Be Ready to Compromise

- Cutting from other areas of your budget
- Finding cost savings in your lab testing
- Plan for unforeseen roadblocks
- Know where you can cut back





Your Initial Pitch Fails...



What Would W Do?

# Worse-Case Scenarios Are Real

- FDA Recalls
- Outbreaks
- Plant Shut-Down
- Negative Social Media Blitz
- Deaths



A man in a dark suit, light blue shirt, and yellow and blue striped tie is shown from the chest up. His hands are raised and he is wearing metal handcuffs. The background is dark and out of focus.

# Parks Doctrine

Company officials in the position of authority can be held personally liable for FDCA violations.

# Follow-Up

- Monitor progress on the master budget to ensure the agreed upon funds are included
- Finalized budgets are hard to amend
- Stick to you budget!
- Review plant performance and make necessary adjustments for next year's budget





**Thank You!**