

Achieving Supply Chain Transformation

March 22-26, 2010
September 13-17, 2010



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Smeal Ranks
No.1 in Supply
Chain Education.

Program Objectives

The ever-evolving nature of our economy often makes it difficult for supply chain managers to stay competitive. Achieving Supply Chain Transformation shows how the best-in-class companies adapt their supply chains to the changing environment to improve their competitive position.

The program will help you gain an in-depth understanding of the critical elements of adaptive supply chain management through a business model we call pico™. Using the pico™ model, you will learn how to optimize three critical metrics—profit margin, cash-to-cash cycle time (working capital), and customer response time—while identifying supply chain capabilities for exploitation.

pico™ is a registered trademark of Avicon Group.

Program Benefits

Through this program, you will be equipped to do the following:

- Understand the critical elements of successful supply chains
- Identify supply chain capabilities for transformation
- Overcome barriers to implementing change for creating a more productive organizational culture
- Acquire practical techniques and tools for leading and transforming business processes that bolster adaptability during market uncertainty.
- Recognize how successful companies have transformed their supply chains

Who Should Attend

Achieving Supply Chain Transformation is for supply chain leaders, general managers, and executives who are or will be playing a leadership role in helping their organizations respond to change and develop adaptive and flexible supply chains.

Program Content

Achieving Supply Chain Transformation emphasizes the following:

- **Transformation Strategy & Change Management**
What are the key factors for successful companies in managing change and what strategies do they utilize?
- **Supply Chain Transformation Case**
How did a Fortune 100 company transform its supply chain to significantly reduce cost and improve customer service?
- **Change Leadership**
Develop a framework in your organization for accelerated change and understand the need for preparing for the unexpected.
- **Information Technology**
Properly utilized information technology can help facilitate and implement changes in the supply chain along with improving efficiency and effectiveness.
- **Assessing Transformation Results**
Companies need to be able to measure the outcomes of process and information systems changes that are made in the interest of improvement and continually assess the performance of their supply chain.
- **Case Study & Experiential Learning**
A team-analysis approach will be used in the program to allow participants to test what they have learned when applied against a company's actual experience.

"There were fabulous lectures relating to real-world activities. Then corporate members were brought in to discuss how they applied some of these principals to change their Supply Chain, and more importantly, the rationale as to why they must make the changes..."

—Larry Pozzi,
Logistics Modernization Coordinator,
US Marine Corps

Faculty Leaders

Achieving Supply Chain Transformation will be presented by top faculty members from Penn State and other leading institutions, as well as supply chain professionals. Please visit our Web site at www.smeal.psu.edu/psep/mesc3.html to view their vitae. Planned faculty include:

John Coyle, Program Faculty Director and Professor Emeritus of Business Administration, Smeal College of Business

David Demers, Managing Partner, Avicon Partners

Sam Dragotta, Senior Director, Supply Chain Services, Church & Dwight

Paul Strzelec, President and CEO, Digital Tempus, Inc.

Albert Vicere, Executive Education Professor of Strategic Leadership, Smeal College of Business

Chad Whyte, Senior Manager, Corporate Transportation, Church & Dwight

Program Dates

March 22-26, 2010

September 13-17, 2010

Location

These programs will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities.

Program Hosts

Since 1954, organizations and individuals around the world have turned to **Penn State Executive Programs** to meet their leadership development needs. Drawing on the vast resources of one of the nation's top universities and the internationally ranked Smeal College of Business, executives and senior managers develop capabilities that translate into strategic creativity, effective leadership, innovation, and efficient business processes. We are currently ranked among the very best executive education providers by major publications including *The Economist* and *BusinessWeek*. Please visit <http://www.smeal.psu.edu/psep/> for more information.

Serving as a bridge between companies and supply chain knowledge, the **Center for Supply Chain Research** is one of the first industry-sponsored supply chain research centers. It is part of the Smeal College of Business, the first school in the nation to combine the disciplines of supply chain management and information technologies into one, and one of the largest concentrations of supply chain researchers, practitioners, and supply chain students in the world.

Please visit www.smeal.psu.edu/cscr/ for more information.



The World's Leading Source for the Supply Chain Profession.™

The Council of Supply Chain Management Professionals (CSCMP) is the preeminent worldwide professional association of supply chain management professionals. CSCMP exists to improve supply chain management skills by facilitating communications among supply chain professionals, identifying and conducting research on supply chain theory and practice, and creating awareness of the significance of supply chain to business and the economy.

Supply Chain Certificate

By completing multiple programs in the supply chain series you can now earn up to three certificates from Penn State's Center for Supply Chain Research. Military personnel who have taken one of the custom supply chain programs offered jointly with Penn State Executive Programs and your branch of service may be eligible to substitute your program for a related course. Please visit <http://www.smeal.psu.edu/psep/sccert.html> for more information.

Fees

The program fee for Achieving Supply Chain Transformation is \$4,200. This includes all instructional materials, private room accommodations, and meals.

Association member pricing applies:

\$4,100 for members of the Council of Supply Chain Management Professionals

\$3,600 for Center for Supply Chain Research corporate sponsors

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings for each additional participant. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.



Related Programs

- **Designing and Leading Competitive Supply Chains**
www.smeal.psu.edu/psep/dlsc.html
- **Essentials of Supply Chain Management**
www.smeal.psu.edu/psep/mesc1.html
- **Processes and Tools for Supply Chain Success**
www.smeal.psu.edu/psep/mesc2.html
- **Achieving Supply Chain Transformation**
www.smeal.psu.edu/psep/mesc3.html
- **Developing World-Class Supply Chain Collaboration**
www.smeal.psu.edu/psep/topic/programs/cpfr/
- **Building Global Supply Chains for Competitive Advantage**
<http://www.smeal.psu.edu/psep/gbs>

Registration

Class size is limited. Reserve space via phone or e-mail (Phone: 814-865-3435; Toll Free: 800-311-6364; FAX: 814-865-3372; E-mail: psep@psu.edu). Then apply online at <http://php.smeal.psu.edu/psep/apply/>

