

Demand-Driven Supply Chains: Using Lean Principles to Drive Innovation

From Penn State Executive Programs in partnership with the Center for Supply Chain Research



Program Objectives

This program provides a systemic approach for applying Lean thinking to your organization's supply chain challenges. Topics include Lean principles, building blocks, and value stream mapping; Lean and Enterprise supply chains. A rapid replenishment industry case study and simulation exercises are used as applied learning tools.

Who Should Attend

Demand-Driven Supply Chains: Using Lean Principles to Drive Innovation is designed for all managers and executives interested in improving their ability to compete in a global marketplace more effectively. Participants learn how to apply Lean practices and concepts in the development and management of a supply chain strategy. Representative titles of past attendees include: vice president, director or manager of logistics, purchasing, supply chains, operations, distribution or materials management.

Program Benefits

Upon completion of the program, organizations will be able to:

- Recession-proof your supply chain
- Produce superior results and improved work teams
- Identify and eliminate physical (inventory) and process waste
- Increase end-to-end system speed and efficiency
- Understand and communicate to top management the financial importance of Lean

Lean Simulation

Demand-Driven Supply Chains includes a comprehensive simulation that drives home the power of an effective Lean system. Participant teams will assume the role of a prime contractor and three sub-contractors working to complete a 30-month government contract to build and deliver 15 F35V

Strike Fighter Aircraft. Completed in three distinct rounds, this unique simulation illustrates phases of an organization's transformation.

Program Content

Lean Thinking: Principles and Building Blocks

- Focus on value; identify waste
- Elements of a Lean system
- Value Stream Mapping (VSM) and analysis
- JIT, Jidoka, and critical Lean tools

Lean and Manufacturing

- Extended supply chain (scope)
- Interpretation of tools
- Examples of Lean projects

Lean and Enterprise Supply Chains

- Improvement within supply chain functions
- Integrated SCM (within the enterprise)
- Customer Relationship Management (CRM)
- Collaborative product design and management

Extended Lean Across the Supply Chain

- Lean with customers and suppliers
- Demand planning
- Supply sourcing and relationship management
- Data management synchronization, visibility, and security
- Joint opportunities for Lean
- Customer collaboration and planned order systems

Speak with us

This program will be delivered as a custom-only development opportunity for organizations that want top performance from their supply chains. Penn State Executive Programs also partners with organizations to develop other custom learning initiatives that address critical strategic business challenges. Connect with us directly to learn more.

Phone: 1-800-311-6364

E-mail: psep@psu.edu

Program Content (cont'd)

Implementing Lean in the Supply Chain

- Effective leadership models for personal and organizational change
- Relationship between logistics and customer satisfaction
- Methodologies for measuring effectiveness

Faculty Leaders

Demand-Driven Supply Chains will be presented by top faculty members from Penn State and other leading institutions, as well as supply chain professionals. Planned faculty include:

Mr. David Demers, Program Faculty Director, Adjunct Professor, Smeal College of Business, Penn State; and Managing Director, Avicon Learning Resources

Mr. David Veech, Program Faculty Co-Director and Executive Director, Institute for Lean Systems

Mr. Norman Aggon, Instructor of Operations and Supply Chain Management, Assistant Department Head, Supply Chain and Information Systems, Smeal College of Business, Penn State

Mr. Eugene Hamill, Senior Director, Customer Service and Logistics, Kraft Foods, Inc.

Mr. John Silva, Director of Electric Systems Quality, UTC Aerospace Systems Group

Location

This four-day program can be conducted at the Penn State University Park campus in State College, Pennsylvania, or at a location preferred by the client organization. While on campus, participants study in private, modern executive education facilities.

Fees

Custom program fees are based on a variety of factors, including level of customization, class size, breadth of faculty, delivery location, and amenities provided.

Supply Chain Certificates

Enhance your supply chain expertise and increase your value to the organization. A certificate in Management or Leadership may be earned by completing multiple open supply chain programs.

Penn State Executive Programs

Open the doors to transformational learning experiences with Penn State. We work with organizations and leaders from around the world to help shape supply chain strategies and practices that fuel competitive advantage and business success. We link strategic understanding with powerful ideas about how supply chain

decisions affect overall corporate performance.

Each program in our diverse portfolio offers:

- Learning experiences that pair practical action learning and coaching with new knowledge, tools and perspectives;
- Exposure to leading faculty and practitioner executives with extensive experience working with business professionals;
- Deeper exploration of critical topic areas with examples of how organizations around the world are addressing challenges now;
- Focus on successfully applying concepts to meet the needs of your unique situation.

“The most significant aspect of this program was bringing leaders in that are living and breathing these concepts and relating it to life application. One of the most beneficial exercises was the Stryker simulation. The level of detail that went into preparation is impressive.”

*Cinthy Hammer,
Chief, Logistics Operations Division, HQ,
USAMRMC*

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