

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

From Penn State Executive Programs in partnership with the Center for Supply Chain Research  
Cospponsored by the Council of Supply Chain Management Professionals

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Executive Programs



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

June 3-7, 2013 and October 28-November 1, 2013

## Program Objectives

The concept of Lean is nothing new. In contrast, applying Lean principles in an extended supply chain context is new territory for a tried and true practice. Learn a systemic approach for applying Lean thinking to supply chain challenges. Topics include lean principles, building blocks, and value stream mapping, and 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 Chain: 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. You'll learn how to apply Lean practices and concepts in the development and management of a supply chain strategy. Representative titles of participants include: vice president, director or manager of logistics, purchasing, supply chains, operations, distribution or materials management.

### Program Benefits

Upon completion of Applying Lean Principles Across the Supply Chain, you 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 lean system 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

### Register for this Program

Reserve your place by phone or e-mail, and then complete your registration online at [www.smeal.psu.edu/psep](http://www.smeal.psu.edu/psep). Registrations are requested a minimum of six weeks prior to the start of the program.

Phone: 1-800-311-6364

E-mail: [psep@psu.edu](mailto: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

Applying Lean Principles Across the Supply Chain will be presented by top faculty members from Penn State and other leading institutions, as well as supply chain professionals. Visit [www.smeal.psu.edu/psep/open/leansc](http://www.smeal.psu.edu/psep/open/leansc) to view their vitae. 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 will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities. Participants lodge at the historic Nittany Lion Inn.

### Fees

The program fee for Applying Lean Principles Across the Supply Chain is \$4,950. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: \$4,850 for members of the Council of Supply Chain Management Professionals; \$4,350 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.

## Supply Chain Certificate Options

Enhance your supply chain expertise and increase your value to the organization by completing multiple Penn State supply chain programs. By doing so, you can earn a Certificate in Supply Chain Management, Supply Chain Leadership, or Supply Chain Operational Excellence. The certificate option is also available for military personnel who have attended any one of our custom programs, specifically the Marine Corps Logistics Education Program (MCLEP), MCLEP Non-Resident, programs administered at the Army Logistics Management College (ALMC), or any NAVICP course. Please visit us online for details.

## 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.

Penn State Executive Programs also partners with organizations to develop custom learning initiatives and to address critical strategic business challenges. Please reach out to discuss how we can work with you.

**"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."**

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

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