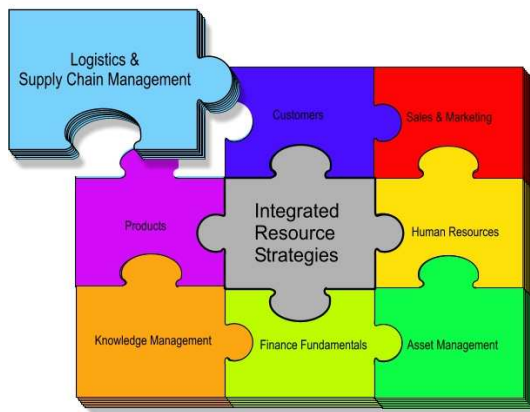


This short modular programme is for senior and mid-level managers in finance, strategy, business development and logistics planning (purchasing, manufacturing and supply chain).

It is delivered 'in-house' to meet clear company needs and objectives, with pre-preparation and post-hoc debriefing, as required.

The programme is supplemented by optional 'follow-on' foundation skills training and strategy support.



Strategy Discovery Programmes

An integrated suite of short, high-intensity programmes that apply simulations to address resource strategy management issues – providing wide insights into business strategy and long-term valuation.

Each programme is issue-specific, designed to address common resource management concerns. One or more of these programmes will certainly be relevant to your current management interests.

Each programme then leads into a common strategy and financial valuation framework – that you will be able to develop, in a number of directions in line with your specific interests.

Logistics for Performance Management and Long-Term Value

Your Challenge

As a manager responsible for logistics planning you face a critical challenge – the need to balance short-term performance with long-term value creation, through selective investment in logistics and supply chain infrastructure, supported by consistent management policies and support strategies.

Furthermore...you need to engage your colleagues in developing strategies...

Our Objective...

...is to help you to develop new policies and strategies that integrate your immediate logistics policies with value creation policies across the whole organisation. And to give you simple yet sophisticated tools that you can use to engage and communicate your strategies to your colleagues.

Our Approach

We apply a 'hands-on' simulation-based approach that first teaches essential elements of logistics and supply chain *structure and behaviour* – and then encourages self-learning through controlled experimentation with simulations.

Logistics is then integrated within the wider business picture, applying the framework of *value cycle dynamics*.

What you will take away...

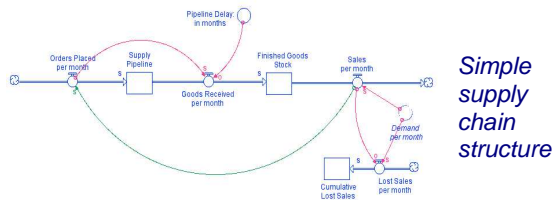
You will take away simulations for further learning and communication with your colleagues. Simulations that you can further customise to your own situation.

You also take away our ongoing support, to help build your own skills and to implement solutions.

What you will learn

Logistics Structures – System Diagrams

There exists a simple, universal and easily shared 'language' for the description of logistics and supply chain structures. The discipline of *system dynamics* was developed at MIT, has been applied across many industries for over 60 years – and is now described and applied through a *simple visual language*.

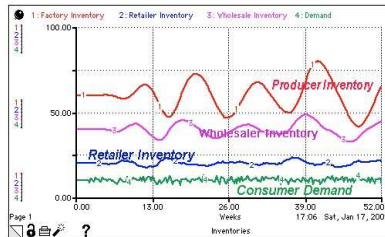


Simple supply chain structure

You will learn how to develop and apply simple 'system diagrams' such as this to describe your logistics structures and to design structural changes and policy improvements.

Supply Chain Performance

System diagrams can be transformed directly into quantified simulation tools to explore your potential logistics performance over future time.



Apparently anomalous but structural inventory fluctuations in a simple supply chain

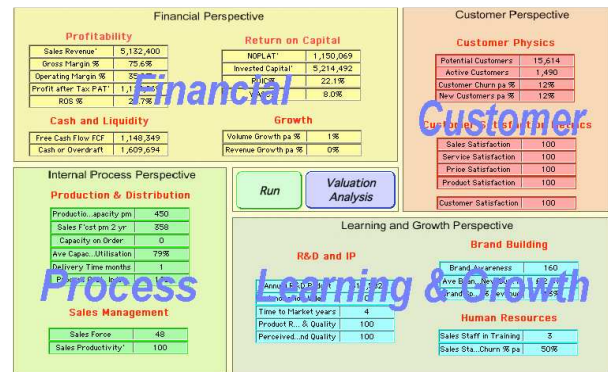
For example here...consumer demand never changes except for minor random fluctuations. So why do stock levels amplify up the supply chain? Is the behaviour caused by the resources, policy and information structure of the supply chain itself?

Could different or more coordinated policies create better behaviour?

You will learn how to design management policies that minimize anomalous or unwanted supply chain behaviour to meet your own customer service and financial performance targets.

Long-Term Strategy and Policy

Longer term planning requires that logistics policies must be integrated within the wider business framework – and investments coordinated across the whole business. Dynamic *balanced scorecards*, supported by simulations, are an excellent means to develop integrated policies.



Scorecards, however, provide 'point in time' performance measures. We also need to add a 'performance over future time' perspective.

You will learn to develop simulations that provide scorecard measures and also long term financial value measures, to evaluate the potential effectiveness of alternative strategies and policies.

Programme Summary

The programme comprises two core modules that may be taken separately or contiguously. Each module stands alone and offers a wide variety of learning points and benefits. Each module may be focused on specific company interests and issues.

Module 1: Logistics Foundations (1-2 days)

Understand the structural foundations of logistics and supply chain behaviour.

Module 2: Logistics, Strategy and Value (1-2 days)

Integrate logistics strategies within the wider business context and explore the financial value implications of investment and policy decisions.