

COMPETITIVE IMPLICATIONS OF DEMAND PLANNING

One of the key assumptions of a well-functioning end-to-end supply chain is that the demand planning of the system is accurate and robust.

In Competitive Implications of Demand Planning you will investigate key elements of forecasting and inventory management in order to help your organization gain a competitive advantage. This is a one-week sprint that can be taken as an individual program or bundled with other CorpU sprints for a customized program that helps each organization achieve desired business goals.

You will participate in an online experience with experts and peers that includes:

- 30 minutes of sprint activities a day
- 60 minute virtual live event with expert faculty
- Expert Guide support of questions, comments, and group engagement
- Active participation – devoting your time to structured dialogue will increase all the knowledge and takeaways of the entire cohort
- Practical application – what you learn today will be useful to you tomorrow

Developed in partnership with:



PennState
Smeal College of Business

OUTCOMES

- Enhance knowledge of the end-to-end supply chain with the aim of removing silos and capitalizing on synergies within your organization
- Generate ideas for aligning incentives

YOU WILL

- Investigate the financial implications of inventory management
- Discuss the most common forecasting techniques and S&OP aggregate planning
- Discuss how silos and misaligned incentive work against the model end-to-end supply chain

ABOUT THE EXPERTS



CHRIS NOREK, PH.D

- *Affiliated Faculty in Supply Chain Management, Penn State Smeal College of Business*
- *Senior Partner, Chain Connectors, Inc.*

SPRINT OUTLINE

DAY 1	FINANCIAL IMPERATIVES OF INVENTORY MANAGEMENT	DAY 2	FORECASTING	DAY 3	INVENTORY MANAGEMENT	DAY 4	FORECASTS AND REDUCING INVENTORY	DAY 5	CAPSTONE EVENT
<ul style="list-style-type: none"> • Aligning with the Marketplace • Your Sprint Simulation • Shifting Priorities • Changing Role of Inventory Management • Immediate Financial Implications of Inventory Management • Cost of a Single Stockout 	<ul style="list-style-type: none"> • Predicting Demand • Computer Models and Managerial Judgment • S&OP Aggregate Company Forecasts • How Can You Improve Your Forecasting? 	<ul style="list-style-type: none"> • Optimizing Performance Through Collaboration • Inventory Carrying Costs • Types of Inventory • Misaligned Incentives • Your Alignment • Upstream and Downstream Concerns 	<ul style="list-style-type: none"> • Forecast Errors and Bias • Your Forecasts • Reducing Inventory • How Can Your Organization Reduce Inventory? 	<ul style="list-style-type: none"> • Live Event 					