



SCMi Supply Chain Management Framework

Processes, Partnerships, Performance

EXECUTIVE EDUCATION PROGRAM

Wednesday 19 October to Friday 21 October 2016, SYDNEY

Why You Need To Attend This Program:



Only entity in Australia to deliver SCMi Executive Education Programs - Supply Chain Coach[®] - through partnering with the Supply Chain Management Institute (SCMi) in Florida.



Hear from leading supply chain expert Dr Douglas M. Lambert, as the lead facilitator of this program, supported by Dr Matias G. Enz, during this special visit.



Learn the methodologies that have increased the value of multi-billion dollar corporations and supply chains in the USA and around the world.



Understand how to implement the 8 essential processes within the Supply Chain Management framework to transform your company's supply chain.



Discover real examples implemented by major corporations and the impact to overall financial performance.

Rare & Special Opportunity

We are hosting a visit by Dr Douglas M. Lambert, Director of The Supply Chain Management Institute (SCMi), Florida and Dr Matias G. Enz.

Dr Lambert is the editor and co-author of the SCMi books, and was the primary researcher for the SCMi methodologies.

Over the past 10 years, Dr Lambert and Dr Enz have completed extensive joint research to further build the SCMi methodologies, and have assisted numerous multi-billion corporations to structure successful collaborations and partnerships.

During this visit, Dr Lambert and Dr Enz will also be facilitating [Supply Chain Manager™ SCMi Collaboration and Partnership Workshops](#) with our team.



Facilitator
Dr Douglas M. Lambert



Co-facilitator
Dr Matias G. Enz

Overview

The SCMi Supply Chain Management Framework program focuses on how to implement the eight essential cross functional, cross-firm, processes that are necessary to create competitive advantage. Examples are provided on how the processes have been implemented by major corporations in order to **create the maximum value for their customers, suppliers, shareholders and other stakeholders**. The eight processes must be implemented cross-functionally and with key customers and suppliers.

The program includes a session on **The Partnership Model** that has been used to structure more than 100 business relationships, including The Coca-Cola Company and Cargill, and Wendy's and Tyson which was the basis for a Harvard Business Review article ([click here for HBR article "We're in this together"](#)). Also there is a session on **The Collaboration Framework** that is being used by companies such as restaurant chain Bob Evans Farms and its major food distributor to realise the value of collaboration in real tangible terms ([click here for Supply Chain Quarterly article "Co-creating value: The next level in customer-supplier relationships"](#)).

Who Should Attend

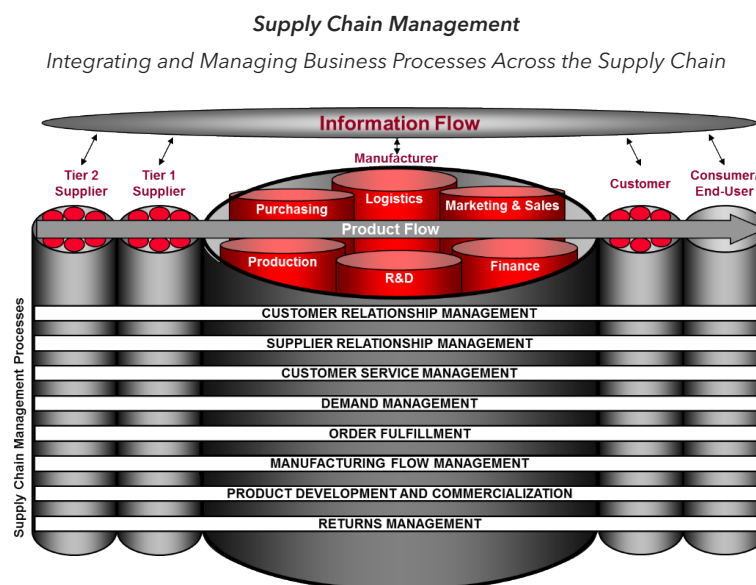
Designed specifically for professionals who are striving to achieve cross-functional integration within their organisation and with key customers and suppliers, the SCMi Supply Chain Management Framework program is ideal for Managing Directors, General Managers, Commercial Directors and Supply Chain Practitioners of all levels, as well as their colleagues in Marketing, Sales and Finance.

SCMi Supply Chain Management Framework

Increasingly, supply chain management is being viewed not as a business function but as a business approach used to transcend traditional functional boundaries. **Supply chain management is the management of relationships in the network of organisations, from end customers through original suppliers, using key cross-functional business processes to create value for customers and other stakeholders.**

The framework described in the book *Supply Chain Management: Processes, Partnerships, Performance* and taught in this program, is built on the following eight key business processes:

- Customer Relationship Management
- Supplier Relationship Management
- Customer Service Management
- Demand Management
- Order Fulfilment
- Manufacturing Flow Management
- Product Development and Commercialisation
- Returns Management



Source: Douglas M. Lambert, Editor, *Supply Chain Management: Processes, Partnerships, Performance*, Fourth Edition, Ponte Vedra Beach, FL: Supply Chain Management Institute, 2014, p. 3.

Customer Relationship Management and Supplier Relationship Management form the linkages in the supply chain and the other six processes are coordinated through these linkages.

SCMi License: Supply Chain Coach® is an agency of LSC Solutions Pty Ltd - the only company in the world to partner with the Supply Chain Management Institute (SCMi) in Florida www.scm-institute.org. This collaboration allows LSC Solutions Pty Ltd via its agency Supply Chain Coach® to deliver SCMi Executive Education Programs using the methodologies that have increased the value of multi-billion dollar corporations and supply chains in the USA and around the world.

Benefits

Participants will learn:

- Guidelines and practical ideas on how to implement the eight key supply chain management processes to transform your company's supply chain.
- Detailed instructions on how to use the 'Partnership Model' and the 'Collaboration Framework' to reap the full benefits of collaborating with the right customers and suppliers, and to increase the involvement of other key functions within your firm.
- A measurement framework that shows how implementing the processes covered in the course affects your firm's overall financial performance.
- Assessment tools that will point you towards the main opportunities for increasing your supply chain's performance.
- Examples of best-in-class companies in which management has implemented the processes to achieve supply chain excellence

Leading Edge Companies

The development of the SCMi Supply Chain Management Framework was led by **Dr Douglas Lambert** with a team of researchers and involved executives from the following organisations who contributed to the framework and the content of the book *Supply Chain Management: Processes, Partnerships, Performance*:

3M	Cemex	Gordon Food Service	Masterfoods USA
Amazon.com, Inc.	The Coca-Cola Company	HAVI Global Solutions	McDonald's
Bob Evans Farms, LLC	Colgate-Palmolive Company	Hewlett-Packard Company	Moen Incorporated
BWI Group	Defense Logistics Agency	International Paper	S.C. Johnson & Sons, Inc.
Callaway Golf Company	Dow Water and Process Solutions	Johnson & Johnson	Shell Global Solutions International B.V.
Campbell's Soup Company	Fletcher Challenge	Limited Brands	TaylorMade-adidas Golf Company
Cargill	The Goodyear Tire & Rubber Company	Lucent Technologies	Wendy's International

"I have employed many of the fundamental building blocks of supply chain management spelled out in this book to transform a supply chain into a competitive weapon. If you want to deliver extraordinary business results in a challenging economic environment, study and apply the principles in this book."

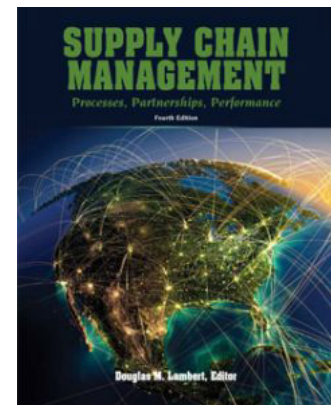
– Mark Leposky, Senior Vice President, Global Operations, **Callaway Golf Company**

"This book provides an entry into the opportunities afforded from a more sophisticated approach to supply chain management, covering the theory through to practical application, against the backdrop of 21st century supply chains and the issues they face today."

– Stuart Lendrum, Head of Sustainable & Ethical Sourcing, Own Brand, **Sainsbury's Supermarkets Ltd.**

"In this book, we discovered a framework to help us manage business relationships and make cross-functional integration a reality. We strongly believe that managing relationships both with customers and suppliers represents an opportunity to achieve a competitive advantage in a market where products tend to become commodities."

– Jorge Vazquez Alessia, Chairman, **Teknobayres SA**, Argentina



Click to read an [Interview with Dr Douglas M. Lambert on Supply Chain Management](#) that was published in the University of Auckland Business Review.

Program Resources

- Book: *Building High Performance Business Relationships*
- Program materials
- Certificate

Agenda

DAY 1 - Wednesday 19 October 2016			
8:00 am	8:30 am	Registration and Breakfast	
8:30 am	9:00 am	Welcome and Introduction	Sharyn Grant & Dr Douglas M. Lambert
9:00 am	10:30 am	SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> • Importance of supply chain vision • Key processes • Developing a supply chain perspective • Overview of program 	Dr Douglas M. Lambert
10:30 am	11:00 am	Break	
11:00 am	12:00 pm	MEASURING THE PROFITABILITY OF CUSTOMERS AND SUPPLIERS <ul style="list-style-type: none"> • Major problems with corporate accounting systems • Developing profitability reports for customers and suppliers • Measuring the impact of supply chain strategies on corporate profitability 	Dr Douglas M. Lambert
12:00 pm	1:00pm	Lunch	
1:00 pm	2:00 pm	CUSTOMER RELATIONSHIP MANAGEMENT <ul style="list-style-type: none"> • Why Customer Relationship Management (CRM) is so important • Valuing the customer relationship • Achieving and maintaining strong relationships • Challenges and opportunities 	Dr Douglas M. Lambert
2:00 pm	2:15 pm	Break	
2:15 pm	3:15 pm	SUPPLIER RELATIONSHIP MANAGEMENT <ul style="list-style-type: none"> • Supplier segmentation • Developing the Product and Service Agreement • Developing partnerships with key suppliers • Leveraging technologies 	Dr Douglas M. Lambert
3:15 pm	3:30 pm	Break	
3:30 pm	5:00 pm	BUILDING HIGH-PERFORMANCE BUSINESS RELATIONSHIPS <ul style="list-style-type: none"> • The importance of partnerships for successful supply chain management • The Partnership Model • The Collaboration Framework • Using the model and framework to tailor business relationships • Lessons learned 	Dr Douglas M. Lambert

DAY 2 - Thursday 20 October 2016			
8:00 am	8:30 am	Breakfast	
8:30 am	9:30 am	CUSTOMER SERVICE MANAGEMENT <ul style="list-style-type: none"> • The transition from transaction focus to process focus • Implementing the Product / Service Agreement • The changing role of customer service representatives • Keys to success 	Dr Matias G. Enz
9:30 am	9:45 am	Break	
9:45 am	10:45 am	DEMAND MANAGEMENT <ul style="list-style-type: none"> • Demand Management vision • Sales & Operational Planning • Managing uncertainty in demand • Collaborative Planning, Forecasting and Replenishment 	Dr Matias G. Enz
10:45 am	11:00am	Break	
11:00 am	11:45 am	ORDER FULFILMENT <ul style="list-style-type: none"> • Modelling the Order Fulfilment Process • Evaluating logistics networks • Order fulfilment performance metrics • Innovation in order fulfilment 	Dr Matias G. Enz
11:45 am	12:45 pm	Lunch	
12:45 pm	1:45 pm	MANUFACTURING FLOW MANAGEMENT <ul style="list-style-type: none"> • New strategies for Manufacturing Flow Management • The manufacturer's role in reducing supply chain inventory • How logistics organisations create value 	Dr Matias G. Enz
1:45 pm	2:00 pm	Break	
2:00 pm	3:00 pm	PRODUCT DEVELOPMENT AND COMMERCIALISATION <ul style="list-style-type: none"> • Idea generation and screening processes • Developing cross-functional teams • Product rollout • Product development and commercialisation metrics 	Dr Matias G. Enz
3:00 pm	3:15 pm	Break	
3:15 pm	4:15 pm	RETURNS MANAGEMENT <ul style="list-style-type: none"> • Strategic value of goods returns management • Returns metrics • Returns and reverse logistics • Environmental and legal issues • Avoidance, gatekeeping, and reducing disposition cycle time 	Dr Douglas M. Lambert
4:15 pm	4:30 pm	Break	
4:30 pm	5:15 pm	CONDUCTING ASSESSMENTS OF THE SUPPLY CHAIN MANAGEMENT PROCESSES <ul style="list-style-type: none"> • Benchmark management practices in the firm • Identify where to start with the implementation process • Access improvements over time as the implementation unfolds 	Dr Douglas M. Lambert

DAY 3 - Friday 21 October 2016			
8:00 am	8:30 am	Breakfast	
8:30 am	10:00 am	DEVELOPING SUPPLY CHAIN METRICS <ul style="list-style-type: none"> • Developing supply chain metrics • Linking process metrics to shareholder value and the strategic plan • Measuring performance across the supply chain 	Dr Douglas M. Lambert
10:00 am	10:15 am	Break	
10:15 am	11:45 am	SUPPLY CHAIN MAPPING <ul style="list-style-type: none"> • Relationship-based maps • Activity-based maps • Facilitating the development of relationship-based maps 	Dr Douglas M. Lambert / Dr Matias G. Enz
11:45 am	12:45 pm	Lunch	
12:45 pm	1:45 pm	IMPLEMENTING AND SUSTAINING THE SUPPLY CHAIN MANAGEMENT PROCESSES <ul style="list-style-type: none"> • Implementing the supply chain management processes across organisations with different management methods and structures • The structure and behavioural management components • Process implementation and maintenance • Accessing performance 	Dr Douglas M. Lambert
1:45 pm	2:00 pm	Break	
2:00 pm	2:45 pm	LEAN THINKING AND SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> • What it means to be lean • Lean thinking benefits and tools • Lean manufacturing vs lean supply chain • Wastes from a business perspective 	Dr Matias G. Enz
2:45 pm	3:00 pm	Break	
3:00 pm	4:00 pm	CO-CREATING VALUE: THE NEXT LEVEL IN CUSTOMER – SUPPLIER RELATIONSHIPS <ul style="list-style-type: none"> • The importance of cross-functional involvement for value co-creation • Financial measurements change perception of value • How to develop relationships that co-create value 	Dr Douglas M. Lambert
4:00 pm	4:30 pm	MAXIMISE EDUCATION RETURN ON INVESTMENT We will close the program by focusing on how to start implementing the SCMi Supply Chain Management Framework in ways that will generate rapid success.	Sharyn Grant
4:30 pm		Program Evaluation & Close	

Registration Form

All prices are per person (pp) and exclude GST

Tax Invoice

 ABN 48 108 175 097
 LSC Solutions Pty Ltd

Supply Chain Coach® Executive Education Programs	Dates & Location venues to be advised	INDIVIDUAL RATES			GROUP RATE 2 or more 15% - 20% discount
		CONCESSION RATE 10% - 15% discount	EARLY BIRD RATE ends 7 Sep 2016 10% - 15% discount	STANDARD RATE	
SCMi Supply Chain Management Framework	Wed 19 Oct to Fri 21 Oct 2016 SYDNEY	\$2,859 pp	\$2,859 pp	\$3,179 pp	\$2,679 pp
SCMi High Performance Business Relationships <i>click to learn more</i>	Wed 26 Oct 2016 MELBOURNE	\$1,219 pp	\$1,219 pp	\$1,359 pp	\$1,149 pp
REGISTER FOR BOTH PROGRAMS SAVE up to 20%		\$3,879 pp	\$3,879 pp	\$4,279 pp	\$3,629 pp BEST VALUE

SAVE:

- 1. CONCESSION RATE:** This special discounted rate applies to apicsAU Members, SCLAA Members, Defence personnel, Government personnel, Full-time Academics and Full-time Students. Please email proof of concession to education@supplychaincoach.com.au (apicsAU Members may retrieve and provide the Concession Code from apicsAU).
- 2. EARLY BIRD RATE:** Register and pay by 7 September 2016 to receive **up to 15% DISCOUNT** off the Standard Price. Registrations received without payment are ineligible for an Early Bird Discount and will be charged at the Standard Rate.
- 3. GROUP RATE:** Register 2 or more delegates at any time and receive **up to 20% DISCOUNT** off the Standard Price. Group bookings must be from the same company in the same booking.
- 4. BOTH PROGRAMS:** Register for SCMi Supply Chain Management Framework and SCMi High Performance Business Relationships and receive up to **20% DISCOUNT** off the Standard Rate.

4 WAYS TO REGISTER:

Register at Supply Chain Coach®

Online: www.supplychaincoach.com.au/education
Email Form to: education@supplychaincoach.com.au
Fax Form to: 07 3112 4329

Mail Form to: Supply Chain Coach®

PO Box 10566

Brisbane Adelaide Street QLD 4000

Enquiries: 1300 572 329
YOUR DETAILS - PART A:

[PLEASE PROVIDE DELEGATE DETAILS ON NEXT PAGE]

Rate Type Concession Rate Early Bird Rate Standard Rate Group Rate
Program SCMi Supply Chain Management Framework SCMi High Performance Business Relationships
No. of People & Price Quantity: _____ x Price \$ _____ + 10% GST \$ _____ = Total Price \$ _____ including GST
Terms & Conditions I have read and agree to the Registration Terms & Conditions identified at the bottom of this page.
Organisation _____ Today's date: ____/____/____
Address _____
How did you find out about this program? _____

PAYMENT OPTIONS:
DIRECT DEPOSIT Total Price to LSC Solutions Pty Ltd at ANZ, BSB **013765** Account No. **485231586**. Please reference: SCMi16 your surname

DEBIT / CREDIT CARD: Please charge **Total Price** to my VISA MASTERCARD AMEX

Note: 2.2% surcharge applies to all cards

Card No. _____ Expiry Date: ____/____

CVV: _____ Card holder's Name: _____ Signature: _____

REGISTRATION TERMS & CONDITIONS

IMPORTANT NOTICE: Attendance permitted upon receipt of full payment. Program and facilitator/s may be subject to change without notice. If the venue changes, you will be notified. Intellectual Property: Receiving this education and materials is for internal facilitation and personal use only.

CANCELLATION POLICY:

- Substitution of delegates is permissible at no extra charge; and notification of substitution must be made in writing to education@supplychaincoach.com.au.
- Supply Chain Coach® reserves the right to cancel the program at any time and for any reason, in which case a full refund of your registration fee will be made. If the program is not held for any reason, Supply Chain Coach®'s liability is limited to the registration fee only.
- If you must cancel your registration: a refund of your registration fee less the non-refundable deposit, can be made only if a written cancellation notice to education@supplychaincoach.com.au is received on or before 7 September 2016. Non-refundable deposits include: SCMi Supply Chain Management Framework \$500; SCMi High Performance Business Relationships \$200; when registering for both programs \$700. No refunds can be made for cancellations after 7 September 2016. Registered participants who cancel after 7 September 2016 or do not show up at the registered program either forfeit the registration fee or can transfer to another program held within 12 months (one transfer only).

YOUR DETAILS - PART B:

Booking Contact	Name:	Phone:	
	Are you attending? Yes / No	Position:	Email:
	Address: (if different to previous page)		
Delegate	Name:	Phone:	
	Position:	Email:	
	Address: (if different to previous page)		
Delegate	Name:	Phone:	
	Position:	Email:	
	Address: (if different to previous page)		
Delegate	Name:	Phone:	
	Position:	Email:	
	Address: (if different to previous page)		
Delegate	Name:	Phone:	
	Position:	Email:	
	Address: (if different to previous page)		