Developing a Leading Edge Operations Strategy

Offers an organized and articulate method to identify your business, step back and evaluate what is going on, and help determine where the business should go.” —Ray Goff, Jr., Director Vaccine R&D, Wyeth Research

Program Details
Enterprises are becoming increasingly global, with supply chains, manufacturing, and service delivery processes spanning oceans and continents, cultures and timezones, geographies and geopolitical situations. To navigate this more complex world filled with new and different kinds of risk, senior managers need to know how to plan the most efficient use of material, people, and processes; how to manage more complicated global networks; how to optimize service and quality levels of performance; and how to minimize risks yet maintain required capacities. This program will draw on real issues confronting manufacturing and service companies today, providing strategic frameworks to enable executives to make smart choices so their companies can deliver the products and services they are committed to providing their customers.

Many participants attend this program along with Supply Chain Strategy and Management.

Program Details
In this program, senior managers will learn new approaches to operations strategy that were developed at MIT and based on best-practice research conducted among the world’s leading service and manufacturing companies. Participants will gain an analytic view of operations and strategic insights into:

- Vertical integration and the factors that affect strategic decisions
- Process design and process engineering
- Integration of people systems with technical systems
- Global facility network strategies and the future of supply chain management
- Strategic implications of process technologies

- Capacity and risk management, including capacity factors, supply and demand management
- Outsourcing, supplier power, and trends in supplier management

Participants
This program is best suited for senior managers from manufacturing and service industries who are responsible for developing and executing operations strategy, including:

- COOs
- Strategic planners
- VPs of business strategy, operations, supply chain management, services, and product development; Operations general managers
- Senior project and program executives

“This course has underlined the fundamental key points many corporations have strayed from. This includes operations strategy, human resources, and a balance between creativity and discipline. I thoroughly enjoyed this course and will take back and apply many of the learnings at work.”

—Suchi Saxena
Past Participant
Read this review and others online.

http://executive.mit.edu/ops
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Sample Program Schedule
(subject to change)

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
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<tbody>
<tr>
<td>7:45 AM–8:30 AM: Registration and Continental Breakfast</td>
<td>7:45 AM–8:30 AM: Continental Breakfast</td>
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<tr>
<td>8:30 AM–10:00 AM: Introduction and Expectations; Principles of Manufacturing and Operations Strategies</td>
<td>8:30 AM–12:00 PM: Process-Driven Organization; Case Study: Intermountain Health Care</td>
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<tr>
<td>10:15 AM–12:00 PM: Case Study in Strategy and Innovation: McDonalds</td>
<td>12:00 PM–1:00 PM: Luncheon</td>
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<tr>
<td>12:00 PM–1:00 PM: Luncheon</td>
<td>1:00 PM–4:30 PM: Case Study in Service Strategy: Southwest Airlines; Case Study in Supply Chain Remediation; Taiwan Tractor</td>
</tr>
<tr>
<td>1:00 PM–4:30 PM: Case Study in Implementation: Zara; Case Study in Global Strategic Sourcing: Boeing 787</td>
<td>4:30 PM: Adjournment</td>
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<td>4:30–5:30 PM: Reception</td>
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Program Faculty
Please note that faculty are subject to change and not all faculty teach in each session of the program.

- Vivek Farias
- Donald Rosenfield
- Zeynep Ton

"The course delivered a very comprehensive dialogue regarding the various challenges affecting operations management and supply chain on a global basis."

—Robert Marsella
Plant Manager
Mother Parkers Tea & Coffee, Inc.
Canada

"The content and program discussions were excellent. I have a new understanding of how to make strategic decisions and value the different players within our business operations to make it successful."

—Terri S.
Past Participant

Read this review and others online.

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