

Certified Demand Driven Leader (CDDL)

Below is a look at our new course, the Certified Demand Driven Leader (CDDL) Program. The CDDL equips senior and mid-level operations and supply chain managers with the ability to design, implement and sustain a Demand Driven Operating Model.

What is a Demand Driven Operating Model?

A Demand Driven Operating Model is a supply order generation, operational scheduling and execution model utilizing actual demand in combination with strategic decoupling and control points and stock, time and capacity buffers in order to create a predictable and agile system that promotes and protects the flow of relevant information and materials within the tactical relevant operational range (hourly, daily and weekly). A Demand Driven Operating Model's key parameters are set through the Demand Driven Sales and Operations Planning process to meet the stated business and market objectives while minimizing working capital and expedite related expenses.

The program is two days and spans Planning, Operations, Distribution and Finance.

Program Contents

Course Introduction

Module 1: The Need for Change

- Part 1: The Rise of Complexity
- Part 2: The Importance of Flow
- Part 3: Variability and its Impact on flow – Planning
- Part 4: Variability and its Impact on Flow – Finance
- Part 5: The Need for Thoughtware

Module 2: An Overview of Designing and Operating for Flow

Module 3: Demand Driven Material Requirements Planning

- Part 1: Strategic Inventory Positioning
- Part 2: Buffer Profiles and Levels
- Part 3: Dynamic Buffer Adjustments
- Part 4: Demand Driven Planning (Supply Order Generation)
- Part 5: Highly Visible and Collaborative Execution
- Part 6: Calculating Average On-Hand
- Part 7: DDMRP Buffer Criteria
- Part 8: MRP, Lean and DDMRP
- Part 9: Implications for Distribution Networks

Module 4: Demand Driven Scheduling and Shop Floor Execution

- Part 1: Control Points
- Part 2: Scheduling Control Points
- Part 3: Protecting Control Points
- Part 4: How Time Buffers Work
- Part 5: Capacity Buffers

Module 5: Tactical Smart Metrics for Operations

Module 6: Demand Driven Sales and Operations Planning

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Module 7: Demand Driven Strategic Control, Measurement and Adaptation

Part 1: DDS&OP and the Demand Driven Operating Model Settings

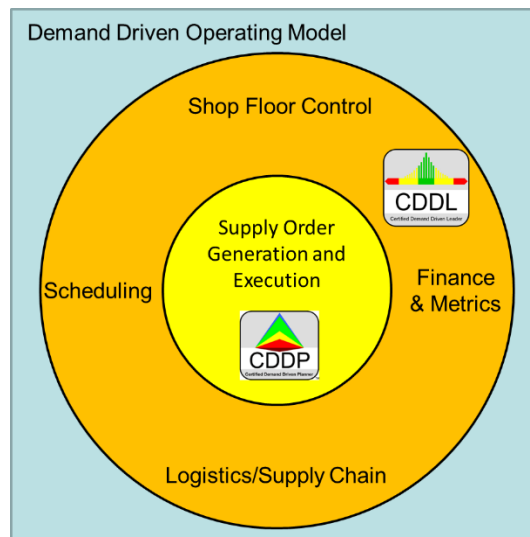
Part 2: DDS&OP and Demand Driven Strategic Control, Measurement, Projection and Adaptation

Part 3: Volume and Rate Examples/Case Studies

How does the CDDL compare to the CDDP?

There is some overlap between the programs. The material in the DDMRP and DDDRP sections of the CDDL is redundant on the CDDP Program material (with different examples). The CDDP, however, goes into MUCH greater depths on these topics.

The CDDL will have the largest market and become a necessary cog in supporting any DDMRP (or bigger) implementation by giving mid-level and senior management an across the board look at flow and the concepts need to support flow. Without that “covering fire” our implementations are always at risk. This will be particularly more important in larger enterprises.



We also see this program as a really easy draw into the “Demand Driven” concepts. While the CDDP is heavily oriented more towards a planning-centric crowd the CDDL is best attended by cross-functional teams.