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Pre-Conference Workshops: October 30, 2022 from 3-7 PM EDT



The Demand Driven Adaptive Enterprise Master Class

Presented by Carol Ptak & Chad Smith

SUMMARY Businesses are dying faster than ever as they fail to drive adaptation to an increasingly more complex and volatile set of circumstances. Management is starving for relevant information, much of which is obscured and distorted by antiquated models, methods, rules and tools held over from decades past. What will it take to change this? This workshop reveals a new management framework that enables a flow-based system of management to drive return on investment performance and adaptation for sustainability and improvement in the longer range. The new framework is called the Demand Driven Adaptive Enterprise (DDAE) Model. The Demand Driven Adaptive Enterprise (DDAE) Model spans the operational, tactical and strategic ranges of an organization allowing it to continuously and successfully adapt to the complex and volatile supply chains we see today. It combines the fundamental principles of flow management with the emerging new science of complex adaptive systems (CAS). It is the way that successful businesses will work in the 21st Century. This half day workshop will prove a compelling need for change, demonstrate fundamental solution principles and reveal a blueprint to transform the entire enterprise. Businesses are dying faster than ever as they fail to drive adaptation to an increasingly more complex and volatile set of circumstances. Management is starving for relevant information, much of which is obscured and distorted by antiquated models, methods, rules and tools held over from decades past. What will it take to change this? This workshop reveals a new management framework that enables a flow-based system of management to drive return on investment performance and adaptation for sustainability and improvement in the longer range. The new framework is called the Demand Driven Adaptive Enterprise (DDAE) Model. The Demand Driven Adaptive Enterprise (DDAE) Model spans the operational, tactical and strategic ranges of an organization allowing it to continuously and successfully adapt to the complex and volatile supply chains we see today. It combines the fundamental principles of flow management with the emerging new science of complex adaptive systems (CAS). It is the way that successful businesses will work in the 21st Century. This half day workshop will prove a compelling need for change, demonstrate fundamental solution principles and reveal a blueprint to transform the entire enterprise.

SPEAKER BIOS Carol Ptak is currently a partner with the Demand Driven Institute (www.demanddriveninstitute.com) and was most recently at Pacific Lutheran University as Visiting Professor and Distinguished Executive in Residence. Previously, she was vice president and global industry executive for manufacturing and distribution industries at PeopleSoft where she developed the concept of demand driven manufacturing (DDM). Ms. Ptak spent four years at IBM Corporation culminating in the position of global SMB segment executive. A leading authority in the use of ERP and Supply Chain tools to drive improved bottom line performance, Ms. Ptak's expertise is well grounded in four decades of practical experience as a successful practitioner, consultant and educator in manufacturing operations. Her pragmatic approach to complex issues and dynamic presentation style has her in high demand worldwide on the subject of how to leverage these tools and achieve sustainable success.

Chad Smith is the coauthor (with Carol Ptak) of the third edition of Orlicky's Material Requirements Planning (McGraw-Hill, 2011) and Demand Driven Material Requirements Planning (Industrial Press, 2016) and Precisely Wrong –

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Why Conventional Planning Fails and How to Fix It (Industrial Press 2017). He is also the coauthor (with Debra Smith) of Demand Driven Performance: Using Smart Metrics (McGraw-Hill, 2014). He is a cofounder of and partner in the Demand Driven Institute, an organization dedicated to proliferating demand driven methods throughout the world. In 1997 Mr. Smith co-founded Constraints Management Group (CMG), a services and technology company specializing in demand driven manufacturing, materials, and project management systems for midrange and large manufacturers. He served as Managing Partner of CMG from 1998 to 2015. Clients, past and present, include Unilever, LeTourneau Technologies, Boeing, Intel, Erickson Air-Crane, Siemens, IBM, The Charles Machine Works (Ditch Witch), and Oregon Freeze Dry. Mr. Smith is also a certified expert in all disciplines of the Theory of Constraints, studying directly under the tutelage of the late Dr. Eli Goldratt.
