Course overview

The course offers a complete overview of the subject matter (backgrounds, methods, tools) for all relevant disciplines inside the organization of an OEM or a Supplier. It describes recent trends in outsourcing Development & Life-Cycle Management (D&LCM). All participants, not just the engineers, will come to understand the dynamics of innovation projects and the subsequent life-cycle management, including the associated roles and responsibilities and risks and rewards. Also, you will develop the insight that this type of cooperation often leads to a strategic alliance. The participants will learn how to select an alliance partner, how to implement a D&LCM alliance in a phased and structured fashion and how to manage and develop such an alliance.

Objective

After the training you'll be able to play your discipline's role in D&LCM alliances in an effective way and with a thorough understanding of the roles of other disciplines, both inside your own organization and inside your partner's organization.

Intended for

The course is intended for all relevant disciplines inside the organization of an OEM or Supplier, who get involved in a D&LCM partnership. This includes sales, purchasing, innovation management, system architects, operations management, product management and project management. The key to success for this type of partnership is an effective cooperation between all these disciplines.

Programme

Day 1

9.00-9.30	Introduction & cases
9.30-10.00	Workshop objectives and programme
10.00-12.00	Recognizing the trend towards outsourcing D&LCM
	• Workshop: 'drivers' to outsource for different types of OEM
13.00-15.00	From Development to Life Cycle Management
	• Workshop: 'inhibitors' and solutions for outsourcing D&LCM
15.15-17.00	Towards the insight that we are dealing with an alliance
	• Workshop: Total Cost of Ownership (TCO) exercise for prepared cases

Day 2

9.00-12.00	The selection of a Supplier / OEM
	• Workshop: assessment – how to deal with gaps? – translation to TCO
13.00-14.00	Implementation of the partnership
	• Organizing and continuously improving the cooperation
14.00-16.30	Case study – develop your own plan
	• Break out – presentation – the 'ideal' case
16.30-17.00	Summary – change management checklist - evaluation

Preparation

Participants will be asked to prepare cases, ideally from their own practical experience. The course leader will review these cases with the participants before the workshop.

Methods

The course offers a balanced mix of theory and practice. The course is based on the book "Outsourcing Development & Life-Cycle Management" (www.wimsteenbergen.com) and on 25+ years of experience of the course leader. During the course we will apply various tools to the cases, which are prepared by the participants.

Price

€1350 excl. VAT – this price includes the meeting facilities and lunches, the case preparation with the course leader and the book "Outsourcing Development and Life-Cycle Management".

Duration

Two consecutive days.

Course leader

Wim Steenbergen, MScEE-MBA

Location

Eindhoven – Netherlands area. Other location is possible on request.