

# Demand Driven Leader (DDL)<sup>TM</sup>



The Demand Driven Leader (DDL)<sup>TM</sup> Program equips senior and mid-level operations and supply chain managers with the ability to design, implement and sustain a Demand Driven Operating Model (DDOM) including parameter settings through Demand Driven S&OP (DDS&OP). Designed by the leading authorities on Demand Driven methods at the Demand Driven Institute, the Demand Driven Leader<sup>TM</sup> is a 2-day program comprised of 7 modules of in-depth Demand Driven education.

On conclusion of this training program, each participant will receive a certificate of completion from the Demand Driven Institute. The DDL Program is the official preparatory course for Demand Driven Leader Professional (DDL<sup>TM</sup>)<sup>TM</sup> endorsement.

## Achieving DDPL Certification

The Demand Driven Leader Professional (DDL<sup>TM</sup>)<sup>TM</sup> is a professional endorsement certification offered by the Demand Driven Institute, the global authority for Demand Driven education, training, certification and compliance. The DDPP<sup>TM</sup> is awarded to participant who can apply the concepts of the Demand Driven Operating Model, analyze and evaluate an environment according to the principles of the Demand Driven Operating Model and the tactical components of Demand Driven S&OP. Once an individual has completed Demand Driven Leader (DDL)<sup>TM</sup> training, the DDLP<sup>TM</sup> endorsement is awarded following the successful completion of a 2-hr examination.

## DDP Course Content

### Module 1: Today's Organizational Challenges

- Part 1: The Rise of Complexity
- Part 2: Leadership's Challenge
- Part 3: Flow as the Purpose
- Part 4: The prerequisites for Relevant Information
- Part 5: Conventional Distortion to Relevant Information

### Module 2: Conventional Challenges to Flow

- Part 1: Variability and Its Impact to Flow
- Part 2: Distortions to relevant information and materials – Planning Systems
- Part 3: Distortions to relevant information and materials – Finance
- Part 4: The Need for Thoughtware

### Module 3: A New Management Model Emerges

### Module 4: The Demand Driven Operating Model

- Part 1: Demand Driven Material Requirements Planning (DDMRP)
- Part 2: Part 2: Demand Driven Scheduling and Shop Floor Execution

## Module 5: Flow-Based Metrics

## Module 6: Demand Driven Sales and Operations Planning (DDS&OP)

- Part 1: Tactical Configuration & Reconciliation
- Part 2: Tactical Review
- Part 3: Tactical Projection
- Part 4: Tactical Exploitation
- Part 5: Strategic Recommendation
- Part 6: Adaptive Sales and Operations Planning (Adaptive S&OP)

## Module 7: The Demand Driven Adaptive Enterprise Model Development Path