



PMI

Supply Chain Transformation
through Education



Business Simulations



The Fresh Connection

THE ULTIMATE VALUE CHAIN EXPERIENCE



The Cool Connection

BRIDGING PHYSICAL AND FINANCIAL SUPPLY CHAINS



The Blue Connection

EXPERIENCE A CIRCULAR FUTURE



The Triple Connection

CREATE A SUSTAINABLE BUSINESS





Experimental learning in up-to-date learning environments

Experimental learning is a process of learning by doing, reflecting, and applying what has been learned to real-world situations. This approach is distinct from traditional classroom learning, which often relies on lectures, reading assignments, and exams. Experimental learning is a powerful approach to learning that can provide learners with a range of benefits. By actively engaging learners and focusing on real-world situations, experimental learning can help learners develop the skills and knowledge they need to succeed in their chosen field:

- **Active Engagement:** Learners are more likely to retain information and understand how to apply it in real-life situations. This type of learning also fosters a deeper understanding of the subject matter, as learners are required to think critically and make connections between theory and practice.
- **Real-World Relevance:** Experimental learning is often focused on real-world situations, which can help learners understand how the concepts they are learning apply in real life. This type of learning can be particularly beneficial for learners who struggle with abstract concepts or who learn best by seeing how things work in practice.
- **Increased Motivation:** By providing hands-on learning experiences, learners are more likely to be motivated to learn and to take an active role in their own learning process. This can lead to better learning outcomes and increased satisfaction with the learning experience.

- **Personalized Learning:** Each learner or team brings their own unique background, skills, and experiences to the learning process. Experimental learning can be tailored to meet the needs of each learner or group, which can help them to achieve their learning goals and develop the skills they need to succeed.
- **Improved Retention:** By engaging learners in hands-on activities, learners are more likely to remember what they have learned and to be able to apply it in the future. This type of learning can be particularly effective for complex or abstract concepts, which can be difficult to understand through lectures or reading alone.

Based on a portfolio of four different business simulations, multiple specific learning objectives are available to meet current and future value chain needs!



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Experience the power of simulation-based experimental learning

Different simulation-based learning solutions offer a life-like experience based on a 'digital twin' – as close to reality as users can get!

All PMI training programs are supplemented and enhanced by the use of web-based business simulations as a standard. Different learning scenarios enable the transfer of theory into practical problem solving decisions.

The different simulation-based learning solutions fit a broad scope of Supply Chain and Sustainability challenges to suit corporate needs.

15 learning scenarios within the simulations can be tailored to specific learning objectives for individual courses or in-company trainings – for efficient trainings that meet a company's training targets.

15 Learning Solutions relating to 5 Themes



Develop Supply Chain Leaders through interactive simulation-based learning

With 15 learning solutions on 5 topics, current issues can be trained at short notice:

Understand End-to-End Supply Chain

Experience the complexities of the End-to-End supply chain on a global scale first-hand. Professionals will be immersed in life-like scenarios that will fast-track knowledge and skills!

Manage Supply Chain Disruptions

Master supply chain disruptions, risk management, and finance. Experience the importance of a resilient supply chain as well as the effect of poor SCM management!

Experience S&OP and IBP

S&OP (Sales & Operations Planning) or IBP (Integrated Business Planning) will bring a company's performance to the next level. Experience the complexity of this challenge and how to foster alignment!

Develop Data Literacy

Experience the complexity of data literacy you need to make data-driven decisions.

Create a Sustainable Business

Create sustainable businesses and experience the complexity of this challenge!

All learning solutions include values for

- Leadership:** Feel the power of collaboration, negotiation, communication, team behavior, individual vs team decisions and priority setting.
- Teambuilding:** Set up an engaging, team-based, competitive, story-based, and learningful team building workshop

Four business simulations are available to focus on value chain management, bridging physical and financial supply chain, circularity or sustainability (3Ps):

The Fresh Connection

Experience the power of true alignment and a well-articulated supply chain strategy. This business game challenges its participants to implement an effective supply chain strategy for a (virtual) manufacturer of fruit juices faced with declining performance.

LEARNING SOLUTIONS: Supply chain management, supply chain risk management, sales & operations planning (S&OP), data analytics and many more

The Cool Connection

Experience how working capital management is essential to a company's financial health. This business game challenges its participants to bridge the financial and physical value chain while making strategic decisions for a (virtual) manufacturer of personal care products.

LEARNING SOLUTIONS: Working capital management, integrated business planning, trade & finances management, and treasury & risk

The Blue Connection

Learn how to adopt a circular approach. This business game challenges the participants to transform a linear supply chain into a circular value chain while increasing the Return on Material of a (virtual) manufacturing company of e-bikes.

LEARNING SOLUTIONS: Circular strategy and change management

The Triple Connection

Experience the implementation of a sustainable strategy. This business game challenges the participants to make critical decisions to maintain a fair balance between profitability and sustainability in this (virtual) chocolate milk manufacturer

LEARNING SOLUTIONS: Sustainable business

Source: inchange



η The Fresh Connection
THE ULTIMATE VALUE CHAIN EXPERIENCE

Experience the power of a well-articulated supply chain strategy!

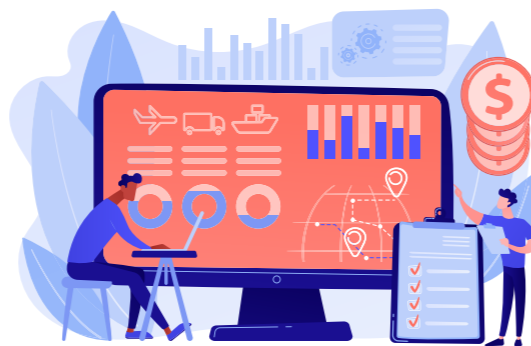
Participants get to run their own virtual company called **The Fresh Connection**, a manufacturer of fruit juices. Faced with declining performance, the management team must get the company back on track as quickly as possible. It is a high-pressure environment in which effective supply chain management is the key to success!

Every decision a participant makes has **trade-offs**, both within and across roles. **Alignment** of all the disciplines and the implementation of an effective supply chain strategy will be key to success. Winning will be about generating the best **Return on Investment (ROI)** for the business while still managing your own team's **KPI's (Key Performance Indicators)** and targets! In teams of four, participants must get the company back on track as quickly and efficiently as possible. Each team member will represent a specific role:

- VP Purchasing
- VP Operations
- VP Supply Chain
- VP Sales

They need to align and bring their supply chain management into action to win! Participants will be confronted with diverse real-life, real-time dilemmas, and cross-functional understanding and collaboration are the key success components.

This business simulation covers 10 standard learning solutions, each focusing on **specific topics in supply chain management with specific learning objectives.**



Designed by vectorjuice / Freepik

Learning Objectives

- Understand the importance and relevance of a company and supply chain strategy
- Learn to 'speak the same language' with other value chain partners, internally or externally
- Experience the power of a professional and well-structured Sales & Operations Planning process
- Supply Chain Risk Management
- Appreciate cross-functional trade-offs in a value chain
- Learn how to manage risks in the supply chain in a coordinated way
- Learn how to manage and optimize the carbon footprint of the supply chain
- Experience the power of a well-designed set of KPIs



Designed by vectorjuice / Freepik



η The Cool Connection
BRIDGING PHYSICAL AND FINANCIAL SUPPLY CHAINS

Experience the impact of Working Capital Management and IBP!

Participants get to run their own virtual company called **The Cool Connection**, a manufacturer of personal care products. Faced with declining performance, the management team must get the company back on track. The challenges can be to manage its working capital efficiently and effectively or to set up a cross functional IBP process. It's a high-pressure environment in which effective value chain management is the key to success! Working in teams of four, participants will represent the functional roles of

- VP Supply Chain
- VP Sales
- VP Purchasing
- VP Finance

They will be confronted with various real-life dilemmas.

This business simulation is the core of three standard learning solutions: **Supply Chain Finance, Working Capital Management, and Integrated Business Planning.**

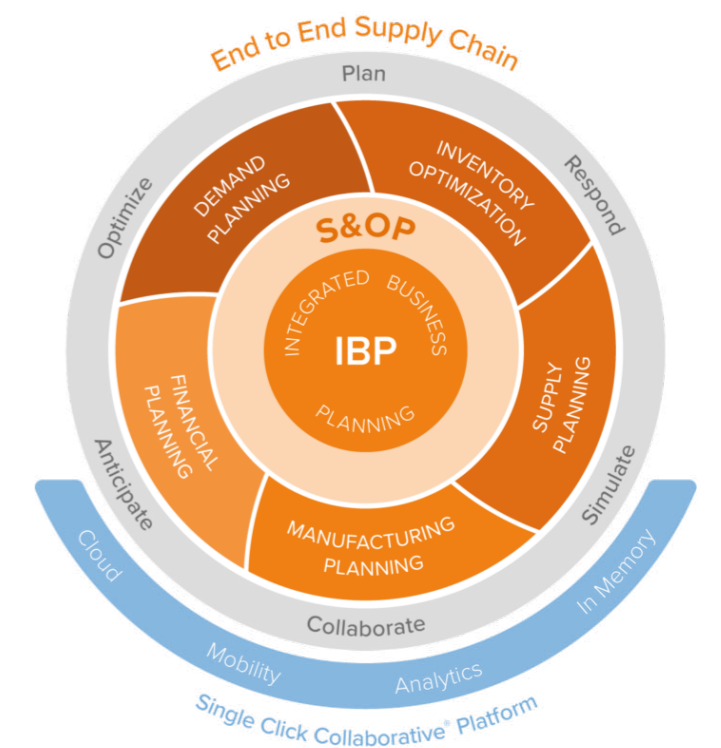


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Learning Objectives

- Bridging the physical and financial supply chain
- Trade-offs in managing working capital
- Alignment and cross functional collaboration are key

- Experience the power of a professional and well-structured Integrated Business Planning (IBP)
- Supply Chain Risk Management
- Understand the importance and relevance of a supply chain strategy
- Learn how to manage SC risks in a coordinated way
- Appreciate cross-functional trade-offs in a value chain
- Learn about benefits of a SC Finance solution



Florian Loinard (<https://www.qad.com/blog/2021/01/what-is-integrated-business-planning-ibp>)



The Blue Connection
EXPERIENCE A CIRCULAR FUTURE

Experience the transition from a linear to a circular value chain!

It's increasingly clear that modern businesses need to transform how they operate. The circular economy provides new business opportunities, but it also comes with its challenges to go from linear to circular.

Circular strategies which entail maintenance & repair, reuse, remanufacturing, refurbishment and recycling can increase economic growth, as these strategies enable companies to:

- Enter new markets (Cradle2Cradle, Customer2Business)
- Gain market share
- Offer new / differentiating (service) propositions
- Create competitive advantage
- Utilize latest technologies
- Apply solutions to sustain our planet & their business ...but what does this mean in practice, which challenges will you encounter?



Source: Freepik Company S.L.

Participants get to run their own virtual company called The Blue Connection, a manufacturer of e-bikes. Due to the increased demand for companies to transform how they operate and the new business opportunities provided by the circular economy, the e-bike manufacturer hired a new management team to transform the company's linear value chain to a circular one. Participants will learn how to **adopt a circular business model approach** by transition away from a take-make-dispose linear production towards a circular business models.

Participants will represent the four functional roles of

- VP Finance
- VP Purchasing
- VP Supply Chain
- VP Sales

Team members will be confronted with diverse real-life, real-time dilemmas. Cross-functional understanding and collaboration are the key success components.

This business simulation is the core of the standard learning solution **Circular Business Transition**.

Learning Objectives

- Increase economic growth through circular strategies
- Realize that waste is often a unused resource
- Apply solutions to sustain our planet & their business
- Learn about the challenge of implementing reverse logistics
- Learn how competitive advantage is enabled by circular strategies
- Encounter the challenges laws and regulation, counterparty risk, ownership of goods and product quality
- Feel the importance of value chain collaboration



The Triple Connection
CREATE A SUSTAINABLE BUSINESS

Experience balancing the 3Ps in a realistic virtual environment!

The Triple Connection engages its participants in implementing a sustainable strategy for a virtual chocolate milk manufacturer. It is a versatile learning experience that can be adapted to meet the learning objectives required by higher education institutions and companies.

Participants will be confronted with various real-life, real-time dilemmas. They will be compelled to make decisions that are critical to **maintain a fair balance between profitability and sustainability**, while taking into consideration 13 out of 17 **Sustainability Development Goals (SDG's)** set by the United Nations. Meaning that participants also have to take into account life-like consequences of every decision that they make.

To add another flair of a real-world experience, The Triple Connection comes with the added element of a **limited budget**. This pushes participants to be more acute with their analysis. **Alignment and strong cross-functional communications** are key to setting the right priorities in place!

In teams of four, participants are faced with the challenge of **implementing a sustainable strategy** with only limited budget available. Within the roles

- VP Operations & Supply Chain
- VP Marketing & Sales
- VP Purchasing
- VP Sustainability

they will be compelled to find an **effective plan to action** – one that considers the 3 P's: People, Planet, & Prosperity by focusing on cost (budget) and value (promise).

Every decision a participant makes has **trade-offs!** Alignment of all the disciplines and the implementati-

on of an effective strategy will be key to success. Winning will be about generating the best **True Return on Investment (TROI)** for the business.

This business simulation game is the core of the standard learning solution **Sustainable Business**.

Learning Objectives

- Understand the relations between the 3P's (People, Prosperity, Planet)
- How to prevent greenwashing by aligning ambition and realization
- Translate a sustainable strategy into action
- How to choose the right channels in relation to sustainable goals
- Learn about sustainability trade-offs and priorities
- How to source in a sustainable manner
- Understand the complexity of sustainable thinking and how to achieve the Sustainable Development Goals (SDG's)



Source: redgreystock on Freepik
No Planet B, Source: Freepik Company S.L.

Global PRO Challenge

Key Take Aways

- Experience the impact of value chain management on business performance in a competitive simulation environment. See the positive effect of creating alignment and breaking down functional silos.
- Work Together in teams of 4 to manage the end-to-end value chain.
- Learn & Develop by drawing out key issues and challenges, whilst dealing with Value Chain Trade Offs and Team Dynamics



WIN the main prize for your team
BECOME The Fresh Connection World Champion

How to take on the Challenge?

Every year, numerous professionals from companies in all industries take part in SCM training courses with The Fresh Connection (TFC). Teams or individuals who want to go for the extra mile and benchmark their Value Chain Management skills against the best in the world can join the yearly Global PRO Challenge.

In three rounds each in spring and autumn, the teams will first compete in country pools, where they will

be confronted with increasing complexity in a dynamic environment.

Those who want to make the processes of The Fresh Connection sustainable and help the company's return on investment (ROI) to continuously grow can also try to qualify for The Fresh Connection Global PRO Final. Here, teams from across the globe compete against each other.

How to Register?

Register as company team up to 4 members (members from the same company) or become a member of an individual team (members from different companies). Teams need 4 participants who will assume the 4 functional roles of VP Purchasing, VP Sales, VP Operations and VP Supply Chain.

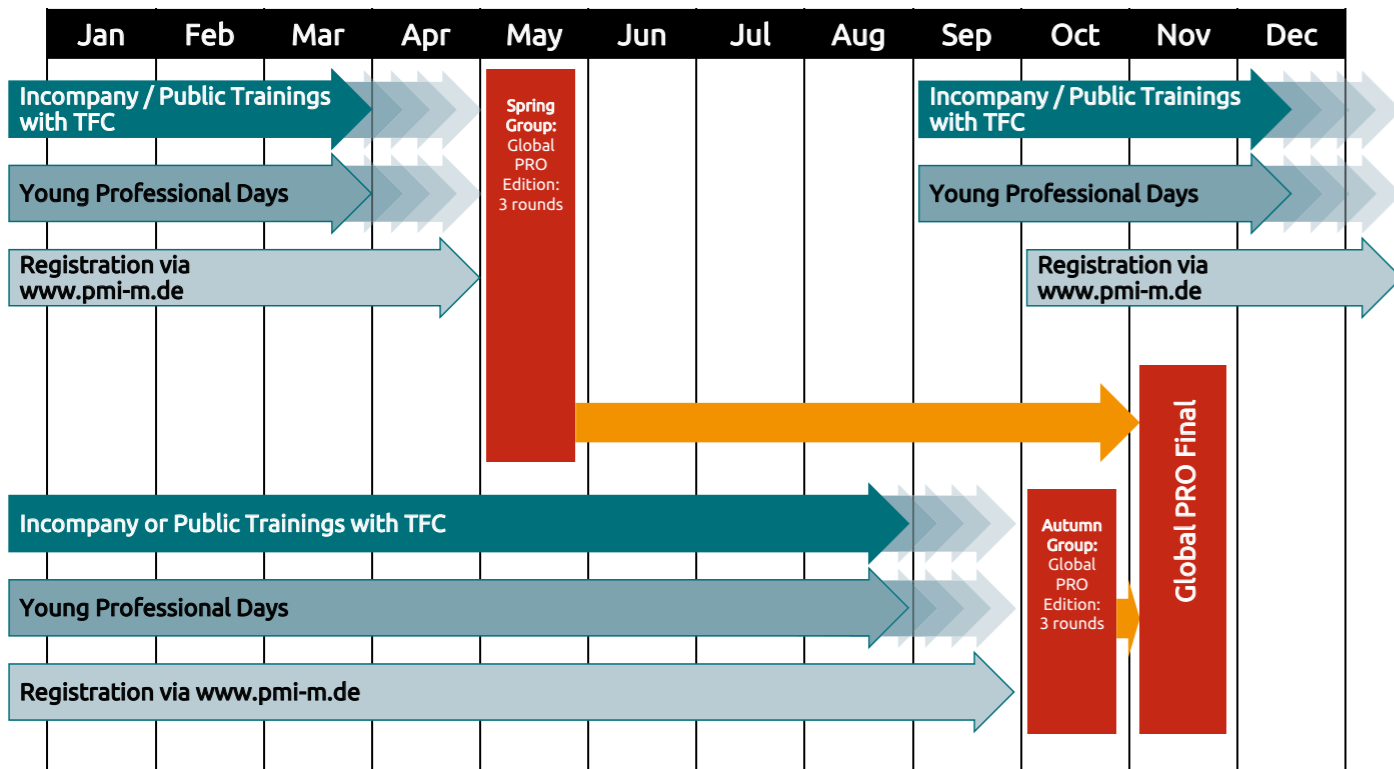
Please contact us directly for available options for you and your team!

What's included?

- Kick-off-Webinar
- 3 session rounds in spring or in autumn, each one week
- Team debriefing after the 3 rounds.

The team that wins the Global Final also wins the main prize for the team and becomes The Fresh Connection World Champion!

Stages of the Global PRO Challenge



Testimonials

Extremely challenging experience which demands quick decisions under a pressure of time. On the other hand great adventure and possibility to network with other teams from over the world.

— Patryk Frąckowiak, Supply Planner at Beiersdorf Manufacturing Poznan

When you take the reading material and The Fresh Connection business game, it allows you to properly apply, to think through, to ask questions, and interact with the team about Supply Chain Management. This type of training allows you to absorb much more knowledge than if you were only reading a book.

— Vasily Faustov, Logistics Engineer at Caterpillar Inc.

Overall, it was a challenging experience mixed in with sufficient doses of excitement and enjoyable moments which enhanced our understanding of the Value Chain.

— Amityash Patankar, Manager - Supply Planning at Whirlpool of India Ltd

TROPHY OF THE FRESH CONNECTION GLOBAL PRO CHALLENGE WORLD CHAMPION



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www.pmi-m.de/de/home



Circular Economy and Supply Chain Transformation

From 2024 onwards, the Young Professionals Day (YPD) will evolve into the Young Professionals Challenge (YPC)! Join your team for this unique and enriching experience, and challenge the next generation of leaders in the fields of Supply Chain Management and Sustainability. This one-day event features the business simulation game, **The Blue Connection**, providing a dynamic platform for teams to compete against each other while gaining valuable insights into the transformation from linear to circular business models.



Supply Chain Transformation through Education

Includes free participation in the Global PRO Challenge with attractive prizes!

- One-day event for Young Professionals (3-5 years of professional experience)
- Utilization of the Business Simulation **The Blue Connection** with the roles of VP Supply Chain, VP Sales, VP Purchasing, and VP Finance
- Competition between small teams from different companies for the best Return on Investment (ROI)
- Simulation of real challenges in the transformation from a linear to a circular supply chain
- Attractive prizes for the winning team

Challenges and Learning Objectives

- Managing capacities, resources, and interfaces
- Understanding and leveraging interdependencies between sales, purchasing, finance, and the supply chain
- Collaborating across departments
- Recognizing the importance of information exchange for making sound decisions
- Properly evaluating available information
- Identifying and implementing improvement potentials
- Defining, evaluating, implementing, and analyzing SC transformation, circular processes, and partnerships
- Ensuring cross-departmental and cross-functional collaboration
- Taking responsibility for the impact of all decisions made on the entire company

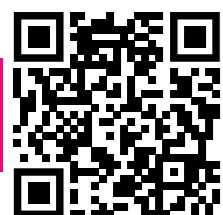
Why your team should participate

- **Teamwork and Leadership:** Participants will compete in company teams, which not only fosters teamwork but also supports the development of leadership qualities and strategic thinking.
- **Talent Promotion:** This workshop provides an excellent opportunity to recognize and nurture young talent within the company by allowing them to gain practical experience in a team-based and competitive environment.
- **Innovative Learning:** Through active participation in transforming a virtual e-bike manufacturer into a sustainable, circular-oriented company, young professionals will acquire in-depth knowledge of sustainable business practices and supply chain management.
- **Networking:** The event is an excellent opportunity for participants to connect with like-minded individuals from various companies and industries, exchange experiences, and explore potential future collaborations.



Young Professionals Challenge

Take decisions without risks!



 **The Blue Connection**
EXPERIENCE A CIRCULAR FUTURE

www.pmi-m.de/en/seminars/ypc/

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