PBL: A Proven Product Support Strategy

Location: Knoxville, Tennessee  
Duration: 4 Days  
Tuition: 4,200 ($4,000 for CSCMP members); ($3,570 for UT Supply Chain Forum members)  
Includes meals and lodging; $2,100 if repeating the course  
Program fees are subject to change.  
Check our website: http://ExecEd.utk.edu/PBL for the latest information.

PARTICIPANT PROFILE
PBL: A Proven Product Support Strategy is a four-day course focused on understanding, establishing, and executing a performance-based life cycle product support strategy—designed for corporate managers working with defense department counterparts.

PROGRAM OVERVIEW
PBL: A Proven Product Support Strategy:
- Incorporates the latest guidance from OSD, including the new Product Support Manager’s Guidebook, the BCA Guidebook, and Next Gen PBL
- Reflects the new Statutory Requirement for a Product Support Manager
- Addresses the relevance of PBL in the current budget environment

KEY OBJECTIVES
Through the integration of classroom instruction and discussion, complemented by real-world examples, you will better understand:
- The attributes of a good PBL program
- The current state of PBL development and its implementation across the DoD

- How government and DoD contractors view PBL contracts, why PBL contracts benefit both parties, and each one’s role in the process
- How PBL contracts relate to the government acquisition process
- How to translate the government’s 12-step PBL process into a four-step commercial framework
- The risks in a PBL program and its top-10 “gotchas”
- How to better think about performance management in a PBL context
- The issues and opportunities associated with organic partnering and the resources and techniques important for addressing these issues
- The issues associated with contract execution and how to address these issues
- The issues and inconsistencies associated with statutory requirements and business case analyses and how to address these issues
- The importance of process alignment across all phases and functions of a weapons systems acquisition and better understanding the techniques for addressing them
- The strategic elements of a PBL program and the importance of setting baseline performance

METHODS OF INSTRUCTION
The program has been designed to ensure the active involvement of all participants. A balance of theory and application is provided through lectures, question/answer sessions, case studies, and small-group exercises. See the program schedule included with this profile sheet.

DISTINGUISHING FEATURES
- The only PBL program for contractors.
- The only university-based PBL program.
- Four-day program focused on establishing and executing PBL contracts and programs.
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- Boeing, Lockheed Martin, Northrop Grumman, Pratt & Whitney, Raytheon, and the U.S. Air Force sponsored the applied research for the program.

- Defense Acquisition University (DAU) also partnered with UT on program development.

- Co-sponsored with CSCMP.

- This course also counts towards the UT Executive Development Certificate, CSCMP’s SCPro1™ certification maintenance (18 CEUs), and APICS recertification.

- UT’s Graduate and Executive Education is CSCMP’s Approved Continuing Education Provider (ACEP)!

- SCPro1™ designees can attend UT’s CSCMP co-sponsored supply chain courses to earn CEUs good towards certification maintenance.

- Class size is limited in order to ensure interaction with faculty and fellow participants.

This program, like all Graduate and Executive Education open enrollment programs, is available as a customized, in-house program for organizations.

**FACULTY**

Program faculty consists of key experts in performance-based logistics, including:

- **Robert T. Barnhart, MBA**, Logistics & Acquisition Partners, and Lecturer, University of Tennessee Graduate and Executive Education. Bob was at the heart of the Navy’s efforts in moving traditional weapon system support to Performance-Based Logistics. He was the Senior Contracting Executive (Civilian) for the NAVICP. Bob is DAWIA level 3 certified in Contracting with the Department of Defense.

- **Stephen R. Geary, MBA**, President, Supply Chain Visions, Vice President, SEE Alliance, LLC, and our faculty leader for PBL. Steve has over 20 years of experience in supply chain management—as a manager, consultant, author and speaker. He’s held senior positions with Teradyne, PRTM, Emerson Electric, and IBM. Since 2002, Steve has been engaged in a broad-ranging project for the Office of the Secretary of Defense, helping drive transformation of military logistics to deliver more nimble, flexible, and responsive capabilities.

- **Dr. Wesley Randall**, Associate Professor of Supply Chain Management & Logistics Doctoral Program Coordinator, University of North Texas. Wesley focuses his research on modeling the profit potential of multi-year outcome-based sustainment strategies for the Aerospace sector. Dr. Randall (Lt Col, USAF, Retired) previously served in NATO, as a USAF Squadron Commander, and as a program/logistics manager. He currently teaches supply chain management, and performance analysis.

- **Dr. Stephen M. Rutner**, Professor of Logistics and Transportation, Georgia Southern University. Steve also serves as co-director of the Southern Center of Logistics and Intermodal Transportation. His professional background includes transportation officer in the U.S. Army and Army Reserve, and strategic analyst at IBM.

**FACILITIES**

Classes are held in the Graduate and Executive Education executive classrooms of the University of Tennessee Haslam College of Business. These facilities are designed to promote group interaction in an environment conducive to applied discussion, feedback, and the development of relational networks that frequently continue well beyond the on-campus experience.

Accommodations are single-occupancy rooms at the nearby Knoxville Hilton Hotel. Transportation from the hotel to the University and to dining is provided.
# PBL: A Proven Product Support Strategy

**CONTACT**  
For more information on *PBL: A Proven Product Support Strategy*, please contact:  
**Bric Wheeler, Director**  
**Karen Hanlon, Program Coordinator**  
Graduate and Executive Education  
Haslam College of Business  
The University of Tennessee  
603 Haslam Business Building  
1000 Volunteer Boulevard  
Knoxville, TN 37996  
Phone: +1-865-974-5001  
Fax: +1-865-974-4989  
E-mail: ExecEd@utk.edu

**WEBSITE**  
For current information about Graduate and Executive Education and its offerings, visit our web site at  

**RELATED COURSES**  
- Vested Outsourcing  
- Collaborative Contracting  
- Global Supply Chain Executive Development Program  
- Integrated Supply Chain Management Program

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**TYPICAL PROGRAM SCHEDULE**

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<th>DAY 1</th>
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| **Introductions and Baseline Understanding of PBL**  
(part 1 of 2) | **Real World Case Study:**  
F/A-18 | **Real World Case Study:**  
APU | **Real World Case Study:**  
Shadow |
| **Baseline Understanding of PBL**  
(part 2 of 2) | **Interactive Learning Session:**  
Identifying PBL Opportunity Areas  
Breakout Group Exercise 2 | **Partnering with and Managing Organic Providers** | **Business Case Analysis and Its Importance in Managing Risk** |
| **Shaping the Battlefield**  
Read PBL Interactive Learning Case Study | **Performance Management:**  
It's Not Just Metrics | **Finish Interactive Learning Session** | **Interactive Learning Session:**  
Reengineering for Enhanced System Performance  
Breakout Group Exercise 5 |
| **Interactive Learning Session:**  
Shaping the Battlefield  
Breakout Group Exercise 1 | **Interactive Learning Session:**  
Aligning Metrics  
Breakout Group Exercise 3 | **Managing Contracts:**  
Types, Incentives, Flexibility | **3 Things You Will Work on When You Go Back** |
| **Tenets of a Successful PBL** | **Alignment:**  
The Role of a PSA | **Interactive Learning Session:**  
Breakout Group Exercise 4 | **Course Wrap-Up** |