Executive Supply Chain Strategy and Leadership Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS3921_293870

Course Introduction / Overview:

In today's volatile global market, the supply chain has evolved from a back-office function into a critical driver of competitive advantage and corporate strategy. This advanced training course is designed specifically for C-suite executives and senior leaders who are tasked with steering their organizations through complexity and disruption. We will move beyond operational tactics to explore the strategic integration of supply chain management with overall business objectives. Drawing on foundational principles from acclaimed academics like Martin Christopher, a pioneer in logistics and supply chain management, and concepts discussed in his influential book "Logistics & Supply Chain Management," this program equips leaders with the foresight to build resilient, agile, and sustainable supply chains. Participants will learn to leverage digital transformation, manage sophisticated risks, and optimize financial performance across the entire value chain. BIG BEN Training Center has meticulously crafted this curriculum to empower executives to not only respond to current challenges but to proactively shape the future of their supply chain, turning it into a powerful engine for growth, innovation, and long-term value creation. This course provides the strategic lens necessary to lead supply chain excellence from the top.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Financial Officers (CFOs).
- Vice Presidents of Supply Chain and Operations.
- Directors of Logistics and Distribution.
- Heads of Procurement and Strategic Sourcing.
- Senior Managers in charge of corporate strategy.
- Business owners and entrepreneurs aiming for strategic growth.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Packaged Goods (CPG).
- E-commerce and Direct-to-Consumer (DTC) businesses.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Technology and Electronics.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Government agencies and public sector entities.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Supply Chain Management.
- Logistics and Distribution.
- Operations Management.
- Procurement and Sourcing.
- Finance and Accounting.
- Strategic Planning and Business Development.
- Information Technology.

Course Offerings:

By the end of this course, the participants will have able to:

- Align supply chain strategy with overarching corporate goals and financial objectives.
- Design and implement a resilient and agile supply chain network capable of withstanding global disruptions.
- Master key financial metrics to measure and improve supply chain performance and profitability.
- Evaluate and champion digital technologies such as AI, IoT, and blockchain for supply chain transformation.
- Develop a robust framework for identifying, assessing, and mitigating complex supply chain risks.
- Integrate sustainability and ESG principles into supply chain strategy to enhance brand reputation and compliance.
- Lead organizational change to foster a culture of continuous improvement and supply chain excellence.
- Enhance strategic sourcing and supplier relationship management for long-term value creation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for executive-level learning, emphasizing strategic thinking and practical application over theoretical knowledge alone. This immersive five-day program utilizes a blended learning approach that includes expert-led presentations, interactive C-suite level discussions, and collaborative problem-solving workshops. A cornerstone of the course is the extensive use of real-world case studies from leading global companies, allowing participants to analyze complex strategic decisions and their outcomes in a controlled environment. We will facilitate strategic simulation exercises where leaders can test their decision-making skills in response to dynamic market scenarios, such as supply chain disruptions or technological shifts. Peer-to-peer learning is highly encouraged, providing a unique opportunity for senior leaders to share insights and benchmark their practices against those from different industries. Participants will receive continuous feedback from our experienced instructors and will develop a strategic action plan to implement within their own organizations, ensuring that the learning translates directly into tangible business value and enhanced leadership capability.

Course Agenda (Course Units):

Unit One The Strategic Imperative of the C-Suite in Supply Chain

- The evolution of the supply chain from a cost center to a value driver.
- Aligning supply chain strategy with corporate vision and financial targets.
- The CEO's role in championing supply chain transformation.
- Understanding the language of the supply chain for effective board-level communication.
- Key frameworks for strategic supply chain management.
- Competitive advantage through superior supply chain design.
- Case study analysis of companies with world-class supply chain strategies.

Unit Two Designing Resilient, Agile, and Customer-Centric Supply Chains

- Fundamentals of supply chain network design and optimization.
- Building resilience against geopolitical, environmental, and economic disruptions.
- Strategies for achieving supply chain agility and responsiveness.
- Mapping your end-to-end value chain to identify vulnerabilities.
- The role of strategic sourcing and supplier relationship management in risk mitigation.
- Balancing global sourcing strategies with nearshoring and reshoring.
- Developing a multi-faceted risk management and business continuity plan.

Unit Three Financial Acumen and Performance Measurement for Supply Chain Leaders

- The impact of supply chain performance on the income statement and balance sheet.
- Mastering key financial metrics like cash-to-cash cycle and working capital.
- Implementing a balanced scorecard for supply chain performance.
- Cost-to-serve analysis for customer and product profitability.
- Linking supply chain KPIs to executive compensation and corporate goals.
- Budgeting and investment appraisal for supply chain initiatives.
- Communicating the financial value of supply chain improvements to stakeholders.

Unit Four Leading Digital Transformation in the Supply Chain

- An executive's guide to key technologies: AI, IoT, blockchain, and data analytics.
- Developing a digital supply chain roadmap and vision.
- Leveraging data analytics for predictive insights and enhanced decision-making.
- Building the business case for technology investments.
- Achieving end-to-end visibility and the concept of the control tower.
- Cybersecurity risks in the modern, connected supply chain.
- Leading the cultural change required for successful digital adoption.

Unit Five Sustainable Supply Chains and Future-Forward Leadership

- Integrating Environmental, Social, and Governance (ESG) criteria into supply chain strategy.
- The principles of the circular economy and reverse logistics.
- Ensuring ethical sourcing and supply chain transparency.
- Regulatory compliance and reporting for sustainable operations.
- Leading and inspiring teams through periods of significant change.
- Developing the next generation of supply chain talent.
- Crafting a personal action plan for strategic supply chain leadership.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of constant disruption, how can a C-suite leader balance the competing priorities of supply chain cost-efficiency, resilience, and sustainability without compromising long-term corporate value?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by being exclusively tailored for the strategic perspective of the C-suite and senior leadership, moving beyond the operational and tactical focus of many standard supply chain programs. Its core uniqueness lies in the deep integration of financial acumen with supply chain strategy, empowering leaders to articulate and prove the value of supply chain initiatives in the language of the boardroom—profitability, shareholder value, and risk mitigation. Unlike courses that concentrate solely on tools and processes, this program emphasizes leadership, strategic decision-making, and change management. We explore complex, real-world case studies that challenge participants to navigate the trade-offs between cost, service, and resilience that define executive-level challenges. Furthermore, the curriculum is resolutely forward-looking, with significant focus on preparing leaders for the next wave of disruption through digital transformation and the imperative of building sustainable, ESG-compliant supply chains. The interactive, peer-to-peer format ensures that participants learn not only from expert instructors but also from the diverse experiences of fellow senior executives, creating a powerful and lasting learning network.