

Module 2

*Section C: Conceptualize the Future-State
Supply Chain Operating Model*

Term

Brainstorming

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What-if analysis

The process of evaluating alternate strategies by answering the consequences of changes to forecasts, manufacturing plans, inventory levels, and so forth.

A technique that teams use to generate ideas about a particular subject. Each person on the team is asked to think creatively and write down as many ideas as possible. The ideas are not discussed or reviewed until after the session.