Value Chain Optimization

21 – 25 February 2027
Istanbul (Turkey)



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Ref: 328857_230756 **Date:** 21 – 25 February 2027 **Location:** Istanbul (Turkey) **Fees:** 4200 GBP

Why This Course

In today's highly competitive and interconnected global marketplace, optimizing the value chain is essential for achieving operational excellence, cost efficiency, and customer satisfaction. Value Chain Optimization provides participants with the tools and strategic insights to analyze, design, and enhance every stage of the value chain — from sourcing and production to delivery and customer service.

This program integrates strategy, analytics, and process improvement frameworks to help professionals identify inefficiencies, eliminate waste, and maximize value creation. Participants will learn how to align value chain performance with business strategy, sustainability goals, and market demands — driving both profitability and long-term competitive advantage.

What You'll Learn and Practice

By joining this program, you will:

- Understand the structure, purpose, and strategic role of the value chain.
- Learn to analyze value streams and identify performance bottlenecks.
- Apply lean, agile, and digital methodologies to optimize processes.
- Align operations, procurement, and logistics for maximum value delivery.
- Integrate data analytics and technology to enhance transparency and agility.
- Build strategies that balance cost, speed, quality, and sustainability.

The Program Flow

Day 1: The Strategic Role of the Value Chain

- Understanding value creation across the enterprise.
- The evolution from supply chain management to value chain thinking.
- Key drivers of value chain performance: efficiency, quality, and agility.
- Case study: How global organizations achieve competitive advantage through value chain excellence.

Day 2: Mapping and Analyzing the Value Chain

- Identifying core and supporting activities within the value chain.
- Value stream mapping and performance measurement tools.
- Diagnosing inefficiencies and value leakage points.
- Workshop: Creating a visual map of your organization's value chain.



Day 3: Process Optimization and Lean Integration

- Applying lean, Six Sigma, and process re-engineering techniques.
- Reducing waste and improving flow across functions.
- Balancing cost optimization with service and quality enhancement.
- Practical exercise: redesigning a process for improved value flow.

Day 4: Technology, Data, and Strategic Alignment

- The impact of digital transformation on value chain performance.
- Leveraging automation, analytics, and AI for operational insights.
- Aligning value chain design with business strategy and customer needs.
- Group project: developing a value optimization strategy using digital enablers.

Day 5: Sustainability, Agility, and Continuous Improvement

- Embedding resilience and adaptability into value chain systems.
- Sustainable value chains: ESG, circular economy, and ethical sourcing.
- Measuring ROI and long-term value chain performance.
- Action workshop: building a Value Chain Optimization roadmap for your organization.

Individual Impact

- Develop analytical and strategic skills for value chain assessment.
- Strengthen decision-making and problem-solving capabilities.
- Gain practical expertise in process optimization and cost efficiency.
- Build confidence in driving cross-functional performance improvement.

Work Impact

- Increase operational efficiency and customer satisfaction.
- Improve profitability through waste reduction and process excellence.
- Enhance agility and responsiveness to market and supply chain disruptions.
- Build a sustainable and future-ready value delivery network.

Training Methodology

This program combines strategic frameworks, process analysis, and real-world applications to ensure practical relevance and measurable impact. Learning methods include:

- Case studies from global manufacturing, logistics, and service organizations.
- Interactive workshops on value mapping and performance improvement.
- Group simulations and optimization project design.
- Guided exercises using lean and digital optimization tools.
- Toolkits and templates for continuous value chain improvement.



Beyond the Course

Upon completion, participants will be equipped to optimize the value chain end-to-end — integrating efficiency, innovation, and sustainability into core operations. They will leave prepared to transform their organizations into agile, value-driven enterprises that deliver measurable results and lasting competitive advantage.

