

## PBL: A Proven Product Support Strategy, Online

Location:	Virtual
Duration:	5 Days (23 hours)
Tuition:	\$3,500 \$1,750 if repeating the course

Course fees are subject to change.  
Check our website: <http://haslam.utk.edu/PBL> for information.

### PARTICIPANT PROFILE

- **Primary audience:** Aerospace/Defense industry OEMs and their subcontractor partners motivated to capture and implement outcome-oriented life cycle support strategies for complex systems
- **Secondary audience:** Department of Defense Acquisition, Technology, Logistics, and Contracting professionals (program managers, product support managers, contracting officers, logistics and sustainment managers, and acquisition professionals)

### PROGRAM OVERVIEW

*PBL: A Proven Product Support Strategy, Online* is a five-day course designed to provide an overview of performance-based contracting business arrangements (aka PBL) for sustainment of DoD (and international equivalent) defense programs, systems, subsystems, and components. The course is oriented toward the contractor community, and emphasizes the business model and return on investment objectives from the contractor's point of view.

Due to the limits of its online nature, this does not go into the same level of depth as the four-day, in-person course. Participants of the previous online sessions covered key elements of PBL and their application in practice.

### KEY OBJECTIVES

Through the integration of instruction and discussion, complemented by real-world examples, these are the key takeaways and capabilities we want you to have:

- Understand the business model paradigm shift of PBL
- Be familiar with the PBL process and how a contractor fits in

- Understand the challenges you will face
- Be better able to understand and implement specific PBL areas
- Learn from real-world case studies
- Understand your role in promoting PBL as a best business practice

### METHODS OF INSTRUCTION

The online course (presented using Zoom) has been designed to ensure the active involvement of all participants so that they can apply what they learn to current or prospective contracts when the course concludes. A balance of theory and application is provided through lectures, question/answer sessions, case studies, and small-group exercises – three 5-hour days of instruction plus two 4-hour days of small-group activities. In addition, to complement the group instruction and activities, each participant gets to spend an hour with the instructors following the course to discuss issues specific to his or her environment.

See a typical course schedule included with this profile sheet.

### DISTINGUISHING FEATURES

- An online adaptation of our in-person course, which has thousands of past participants
- Not a webinar! As close to in-person as we can make it
- Given previously, participants are not our guinea pigs
- Along with our in-person version, the only PBL programs addressing the contractor's perspective
- We provide the only university-based PBL programs
- Five-day course focused on establishing and executing PBL contracts and programs
- A dispersed community with common interests exploring PBL together without the added expense of travel
- Less disruptive to work and personal lives than the in-person program
- Designed for practical application – news you can use. Following the course, each participant gets an hour of consulting to address remaining PBL concerns
- Course can be reconfigured to address a specific organization's needs
- Boeing, Lockheed Martin, Northrop Grumman, Pratt & Whitney, Raytheon, and the U.S. Air Force sponsored UT's applied research upon which the programs are based

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- Defense Acquisition University (DAU) also partnered with UT on program development
- Class size is limited to ensure interaction with faculty and fellow participants
- Participants can attend our in-person PBL program for half price

This course, like all Graduate and Executive Education open enrollment programs, is available as a customized course for organizations.

### FACULTY

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

- **Gerry Brown, MBA**, Supply Chain Visions. Gerry brings over thirty years of private sector, academic and public service experience to working with organizations, large and small, to help them achieve strategic, financial and operational goals across the supply chain. He's held positions with IBM-France, Hewlett Packard, Black and Decker, Accenture and JP Morgan Chase. For over a dozen years, Gerry has been teaching graduate programs in the Boston area – at Tufts and Northeastern Universities. In 2004-2013, at the Office of the Secretary of Defense, he worked with the Department's supply base to identify win/win arrangements in critical areas, including strategic sourcing, anti-counterfeiting and continuous process improvement.
- **Jerry Cothran, MPA**, is widely recognized as one of the pre-eminent experts in the area of PBL. Most recently he was a senior manager in logistics engineering for Lockheed Martin, where he was a corporate focal point for providing logistics & sustainment advice, guidance, and support across the company. In his 30+-year federal career, Jerry has held a range of key leadership positions in the military departments and Office of the Secretary of Defense in both Acquisition and Logistics. He was program director for PBL at Defense Acquisition University. Jerry is level 3 certified in Life Cycle Logistics with the Department of Defense.
- **Stephen R. Geary, MBA, M.Eng.**, President, Supply Chain Visions, and our faculty leader for PBL. Steve has over 30 years of experience in supply chain management—as a manager, consultant, author, educator and speaker. He's held senior positions with Teradyne, PRTM, Emerson Electric, and IBM. Since 2002, Steve has worked extensively for the Office of the Secretary of Defense, helping drive transformation of military logistics to deliver more nimble, flexible, and responsive capabilities.
- **Wesley Randall, Ph.D.**, Dean and Professor of Logistics, New College at Frisco, 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.

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## CONTACT

For more information on *PBL: A Proven Product Support Strategy, Online*, please contact:

### **Bric Wheeler, Director, PBL Initiatives**

Graduate & Executive Education  
Haslam College of Business  
The University of Tennessee  
603 Haslam Business Building  
1000 Volunteer Boulevard  
Knoxville, TN 37996-4160  
Phone: +1-865-566-7199  
E-mail: [bwheeler@utk.edu](mailto:bwheeler@utk.edu)

## GEE WEBSITE

For current information about Graduate and Executive Education and its offerings, visit our website at <http://ExecEd.utk.edu>.

## RELATED ACTIVITIES:

- Customized Online PBL programming
- In-person, 4-day PBL program
- Customized 1- to 5-day PBL programs for organizations, internationally
- Customized PBL workshops
- PBL executive overviews
- PBL consulting
- PBL speaking engagements at conferences

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## TYPICAL ONLINE PROGRAM SCHEDULE

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Introduction & Overview of Outcome-Based Logistics	Case Study Kickoff & Group Assignments	Case Study Discussion	Capstone Kickoff & Group Assignments	The Use of PBL Globally and by the Various Services
	Small Group Activity	Statutory Highlights: Title 10, 50/50, Core, etc.	Small Group Activity	Capstone Exercise Facilitated Discussion
Lunch		Lunch		Lunch
Mechanics of PBL	Case Closure	The Color of Money, Flow of Money, TINA, Terminology	Case Closure	Tenets of PBL
		Course Review & Wrap Questions & Course Close		