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COURSE BROCHURE

Supply Chain Leadership Communication and Disruption Training Course

8 – 12 February 2027
Casablanca

Supply Chain Leadership Communication and Disruption Training Course

Ref: 3013_114210 **Date:** 8 – 12 February 2027 **Location:** Casablanca **Fees:** 4500 GBP

Supply Chain Leadership Communication and Disruption is a 1-week training course for supply chain team leaders who brief shift teams, escalate supply failures and report performance upwards, ending with a disruption communication plan for one live scenario. Supply failures now reach customers within hours, so the first message shapes every later decision. Jupiter Prime Training runs this course for leaders who carry that message.

Why Supply Chain Leadership Communication and Disruption Matters Now

Three pressures shape this subject today. Customers and sales colleagues expect near real-time answers when an order slips. Executives want supply exposure explained in commercial terms rather than warehouse jargon. Frontline crews across sites and shifts need short, clear instructions when plans change. Handled well, these conversations contain a disruption early and secure quick decisions on expediting or allocation; handled badly, rumours and late escalations turn a minor delay into a lost account.

Who Gains Most from Supply Chain Leadership Communication and Disruption

- Leaders of warehouse shifts who brief crews at shift start
- Leaders of planning and scheduling desks who announce plan changes to production and sales
- Leaders of buying and supplier follow-up teams who chase late suppliers and relay recovery dates
- Leaders of transport teams who handle carrier failures and delivery promises
- Leaders of customer service and order desks who explain shortages to account holders

Operations groups gain most when the planning, warehouse and customer service leaders of one site attend together and agree a shared escalation route.

Supply Chain Leadership Communication and Disruption Capabilities

Participants practise turning supply facts into messages that prompt the right action from crews, colleagues and senior managers.

- Design a shift briefing that sets priorities in under five minutes — frontline crews
- Apply severity tiers to decide when a supply failure is escalated — duty managers
- Build a one-page supply performance summary in commercial terms — executive committee
- Weigh allocation options with sales and finance before announcing shortages — internal customers
- Communicate recovery dates with stated confidence levels — account holders
- Test a disruption message sequence against a realistic failure — site leadership

Key Supply Chain Leadership Communication and Disruption Terms

- Escalation threshold — the agreed point of delay, value or customer impact at which a supply issue moves to a higher decision level.
- Shift briefing — a short structured talk at shift start covering safety, volumes, priorities and known supply gaps.
- Internal customer — a department such as sales, production or maintenance that depends on supply chain output.
- Recovery date confidence — a stated likelihood attached to a promised delivery date so listeners can plan around uncertainty.
- Holding statement — an early message confirming an issue is known and when the next update follows.
- Allocation call — a decision on which orders or customers receive constrained stock first.

Supply Chain Leadership Communication and Disruption Day by Day

Day 1: Leading Communication in Supply Operations

- Stakeholder Mapping for Supply Teams — Who Needs Which Message First
- Message Channels Across Sites and Shifts — Choosing Speed Versus Record
- Listening Habits on the Warehouse Floor — Spotting Problems Before Escalation
- Plain Language for Supply Facts — Removing Jargon for Non-Specialists
- Communication Audit of a Current Team — Gaps Leaders Must Close

Day 2: Briefing Operations Teams

- Shift Briefing Structure — Safety, Volume, Priorities and Supply Gaps
- Visual Boards and Daily Huddles — Keeping Crews Aligned on Changes
- Giving Instructions During Plan Changes — Clarity Under Time Pressure
- Checking Understanding With Teach-Back — Confirming Crews Act Correctly
- Handover Notes Between Shifts — Preventing Lost Information Overnight

Day 3: Escalating Disruptions

- Severity Tiers for Supply Failures — When to Escalate and to Whom
- Holding Statements in the First Hour — Containing Rumour and Duplication
- Situation Update Format — Facts, Impact, Actions and Next Update
- Recovery Dates With Confidence Levels — Setting Honest Customer Expectations
- Escalation Rehearsal on a Carrier Failure — Testing the Decision Route

Day 4: Executives and Internal Customers

- One-Page Supply Performance Summary — Framing Service, Cost and Exposure
- Presenting Bad News Upwards — Requesting Decisions on Expediting Spend
- Allocation Conversations With Sales — Agreeing Which Orders Ship First
- Negotiating Service Expectations With Production — Trading Lead Time for Flexibility
- Handling Pushback and Conflict — Keeping Relationships Intact Under Shortage

Day 5: Practising the Disruption Communication Plan

- Scenario Selection From a Real Site — Choosing a Credible Failure
- Audience Map and Channels for the Scenario — Applying Day One Mapping
- Briefing and Escalation Scripts — Applying Day Two and Three Formats
- Executive and Sales Messages for the Scenario — Applying Day Four Methods
- Disruption Communication Plan — Final Peer Review and Sign-Off

Applying Supply Chain Leadership Communication and Disruption After the Course

- Introduce a structured shift briefing with teach-back checks on one site and compare missed instructions before and after.
- Agree written severity tiers and a holding statement template with duty managers, then run one escalation rehearsal.

Supply Chain Leadership Communication and Disruption Questions FAQ

What is supply chain leadership communication and disruption, and why does it matter now?

It is the skill of briefing teams, escalating failures and reporting supply performance so others act quickly. It matters now because shortages and delays reach customers within hours.

Which roles gain most from supply chain leadership communication and disruption skills?

Team leaders in warehousing, planning, buying, transport and customer service gain most. They stand between frontline crews and senior managers, so their briefings and escalations decide how fast a disruption is contained.

How does supply chain leadership communication and disruption differ from a general communication course?

It applies communication to supply events: shift briefings, severity tiers, recovery dates and allocation talks with sales. A general presenting course does not address these operational decisions.

What do you bring back from supply chain leadership communication and disruption training?

You bring back a tested plan for one realistic disruption, covering who is told what, through which channel and when. It includes briefing scripts, an escalation route and executive messages.

Supply Chain Leadership Communication and Disruption: The Way Forward

The disruption communication plan first informs who is alerted, and how fast, when a key supplier or carrier fails. Shift leaders, duty managers and customer service leads use it as a shared script during the event. After first use, revisit the severity tiers and recovery date wording, where early messages most often go wrong.