

EXPLOITING ACADEMIC STRENGTHS STRATEGICALLY: CENTERS AS AN EXAMPLE

Peter Ward

Richard Ross Chair and Professor of Operations Management



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

- Fisher is home to a number of cross-disciplinary university centers
- Centers have been developed where academic strengths intersect with business practitioner interest
- Examples
 - Center for Operational Excellence
 - Center for Innovation Studies
 - Keenan Center for Entrepreneurship
 - National Center for the Middle Market
 - Nationwide Center for Advanced Customer Insights
 - Ohio State Center for Real Estate
 - The Risk Insitute



- Oldest example is the **Center for Operational Excellence (COE)**, established in 1992
 - ✓ Operations was a historical research strength of Fisher but little faculty outreach to community
 - ✓ Apparent practitioner interest in recruiting and continuous learning
 - ✓ COE was established with a mission to promote research, student programs, and outreach to the community of practice
 - ✓ A corporate membership model was established with fees expected to assure financial stability
 - ✓ No College funds support COE
 - ✓ A small fraction of revenue goes back to the college



- Direct Benefits to the College and University
 - Income derived from member contributions
 - Increased Brand Awareness—improved rankings
 - Supports Land Grant Mission
 - Enables Student Internships and Jobs
- Indirect Benefits
 - Non-Degree Executive Education Programs
 - Practitioner Input to Curriculum
 - New Degree Program
 - Greater Community Support
 - Faculty Research Opportunities



Member Benefits:
Powerful
Connections





THE OHIO STATE UNIVERSITY

CENTER FOR OPERATIONAL EXCELLENCE

We connect organizations of **all industries** on their journeys to build and sustain a culture of **problem solving** and **continuous improvement.**

KAISER
ALUMINUM

THE **Scotts Miracle-Gro**
COMPANY

Abbott
Nutrition


EMERSON

Parker

GOODYEAR
MORE DRIVEN


METTLER TOLEDO

HONDA

CROWN


Clopay

America's Favorite Garage Doors®

DHL
SUPPLY CHAIN

GREIF

hikma.


CardinalHealth


THE OHIO STATE
UNIVERSITY
WEXNER MEDICAL CENTER


Nationwide®

KeyBank 

 **Huntington**


Grange
Insurance™


FRUIT

WORNICK
FOODS™

T.Marzetti 
A LANCASTER COLONY COMPANY


MILLS | JAMES


**AMERICAN
ELECTRIC
POWER**
BOUNDLESS ENERGY™


Safelite
AutoGlass

NETJETS®

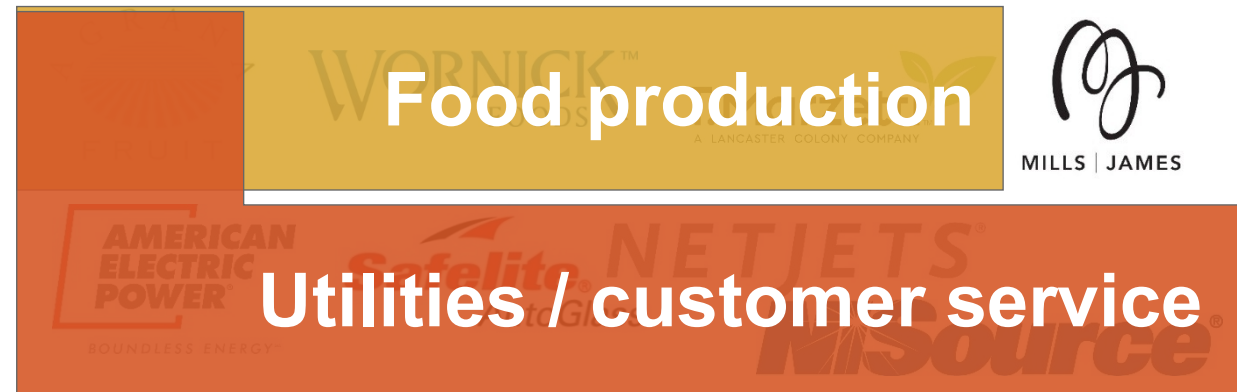
 **NiSource**®



Manufacturing / Supply Chain



Financial services



Food production

Utilities / customer service

**LET US
CONNECT
YOU TO ...**

**Our faculty
experts**



LET US
CONNECT
YOU TO ...



**Other member
companies**

LET US
CONNECT
YOU TO ...



**Fisher
students**

15+ EVENTS
EACH YEAR

YOU DRIVE
THE TOPICS

- Lean/Six Sigma deployment
- Leadership development
- Innovation process
- Supply chain management
- Women in leadership
- Employee engagement/retention





Past speakers



THE OHIO STATE UNIVERSITY
CENTER FOR OPERATIONAL EXCELLENCE

Past events

**JUNE
5**



**June
25**



Recent and Upcoming events

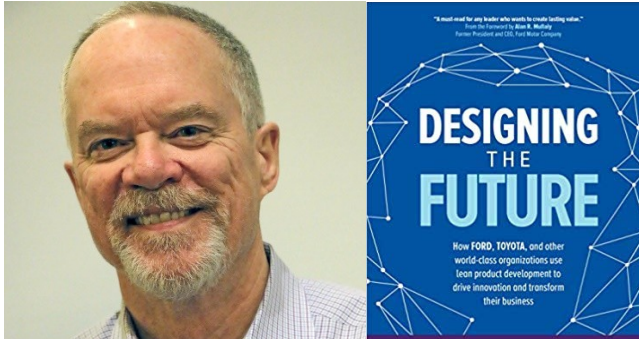
**AUG
8**



Women's Leadership

Featured keynote: Michelle Brown,
Leadership Initiative Executive, CoverMyMeds

**SEPT
13**



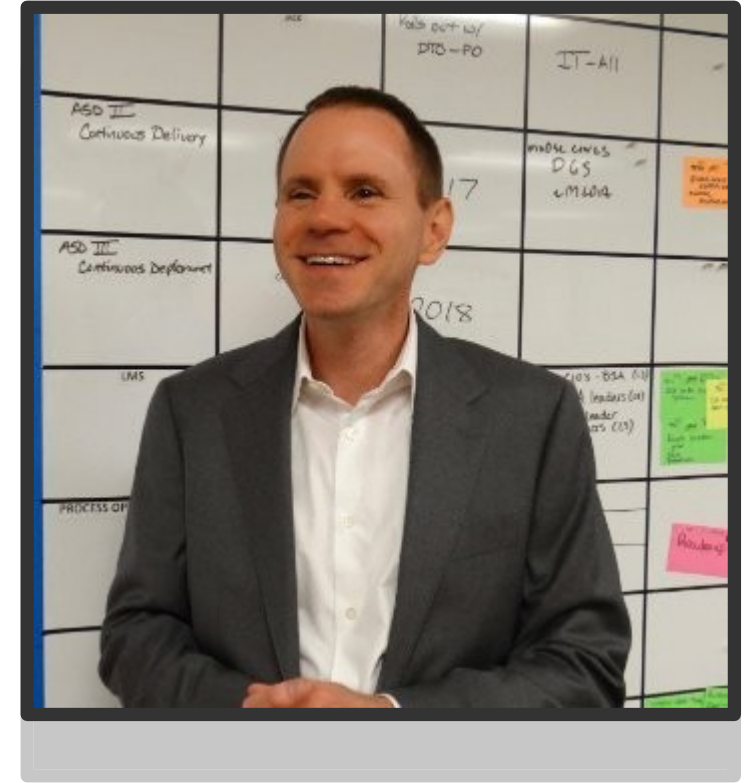
Professional Development Mtg @ the Blackwell

Featured keynote: Jim Morgan
Author, *Designing the Future*

| Member voices

*Instead of having to work through consultants, COE gives us **direct access** to other companies pursuing op-ex, companies we can meaningfully learn from.*

Tom Paider, AVP



THE OHIO STATE UNIVERSITY
CENTER FOR OPERATIONAL EXCELLENCE

| Member voices

*It's an approachable,
genuine bunch of people –
real people facing **real**
challenges, willing to share.*

Lori Randall, Div. VP



THE OHIO STATE UNIVERSITY
CENTER FOR OPERATIONAL EXCELLENCE

QUESTIONS?



THE OHIO STATE UNIVERSITY
CENTER FOR OPERATIONAL EXCELLENCE