



Are You Ready to Learn Something Better?

AGILITY for the Office, Knowledge, Executive & Strategic Work

There is more opportunity for improvement in the office areas than there ever was in your production areas. You just need to be able to see it.

Please join us for:

A Conversation with Don Kieffer on

AGILITY for the Office, Knowledge, Executive & Strategic Work

March 16, 2018

Paranet Headquarters

8:00 AM – 11:00 AM

Register now for the unique opportunity. Space is limited.

Follow this link to register:

www.paranetgroup.com/events or call 262-796-2560.

Toyota developed their famous production system primarily in the physical production of looms and automobiles. It was based on 1) delivering high quality, low cost, on-time products that provided good value to the customers and 2) designing machines and work methods to find and fix problems in real time. But most Lean initiatives focus on implementing the Toyota tools, commonly even copying the Japanese words like gemba, kaizen, hiejunka chart, etc. This tools-centric, Japanese language laden approach becomes especially problematic as organizations try to transfer their success in production areas into the office.

Dynamic Work Design (DWD) is the result of understanding the underlying thinking that created the Toyota system and developing its application to modern intellectual work. It uses a principles-first, not tools-first approach and can be applied to all types of intellectual work: strategic; administrative; technical; innovation, etc. The approach leverages current company culture, language and expertise, delivering results quickly with software or large-scale change initiatives.

You are invited to a morning of conversation with Don Kieffer. He will share his insights and how DWD was developed, its principles and key concepts and some case studies. There will be plenty of time for Q&A and no sales pitch.



Don, former VP of Harley-Davidson and long-time resident of Milwaukee, now resides in Boston where he is a Senior Lecturer at MIT and Founder of ShiftGear Work Design.

Our conversation will hit on these points:

- Key concepts underpinning Toyota, Lean, 6-Sigma
- Taking principles and approaches to the office, not tools developed in the factory
- We need a new metaphor for improvement
- Principles and structures of Dynamic Work Design
- Using them to implement strategy and build a management system in technical and administrative areas

Most business people are familiar with Toyota Production System, Lean, 6-Sigma and other improvement methodologies. **Not many have been successful at taking these powerful techniques to the office and applying them to knowledge, executive, and strategic work. Don has been focused on this issue for over 15 years.** It has resulted in **Dynamic Work Design**, an effective, principle-based approach to this work.

Some of you may recall Don as he was a long-term Paranet member while serving as **Vice President of Operational Excellence at Harley-Davidson Motor Company.**

For the past 10 years, Don has been working in a wide variety of businesses like:

- DNA Sequencing
- Oil/Gas,
- Medical and Insurance
- and also with a wide variety of functions within those industries
 - executive strategy,
 - software implementations,
 - product development
 - and front-line functions.

Don is back in Milwaukee for a day and has offered to join us and share his insights. We have absolutely no doubt that this will be a very interesting morning and you will leave with new ideas and thought-provoking paths to change how your organization can be more agile.