

Lean Product Development Basics

Web Class begins November 6, 2009

with Katherine Radeka

This web learning experience provides an introduction to lean principles, practices and tools for strategy, technology and product development for:

- **Implementation teams who have launched a lean product development program and who want to deepen their learnings as they complete the early phases of their projects.**
- **Groups who are beginning to explore lean product development but want more information before they put together a full scale initiative.**
- **Individuals who want to learn more about how lean product development can make them more productive personally, whether or not they are part of a lean product development team.**
- **Anyone who wishes to deepen their understanding of lean product development's principles and practices, and how they work together to create more value in strategy, technology and product development.**

Sessions - 8:00 a.m. Pacific / 11 a.m. Eastern /1600 CET

☐ **November 6, 2009: Lean PD Principles and Value Creation**

An introduction to the thinking behind lean product development, including its role in the lean enterprise, its relationship to lean manufacturing, the critical role of knowledge flow in a lean product development process and how these practices work together to increase customer and business value while eliminating waste.

☐ **December 4, 2009: LAMDA and other Rapid Learning Cycles**

LAMDA, PDCA, Structured Problem Solving and other types of rapid learning cycles form the foundation of any lean product development initiative. Learn how these cycles drive knowledge and value creation in product development.

☐ **December 18, 2009: Visual Knowledge, Obeyas and Knowledge Supermarkets**

Visual models of all kinds improve the flow of knowledge throughout the enterprise. This session covers the role that visual knowledge plays in a lean product development process, and the forms that it can take.

☐ **January 22, 2010: Management by Proposal and Nemawashi**

Management by proposal is a way to optimize one's use of knowledge to support effective decision-making. Learn how to make faster decisions that are much less likely to be revisited later.

☐ **February 5, 2010: Value Engineering and the Voice of the Customer**

Voice of the Customer activities ensure that you know what customer value truly is. Value Engineering is a method for incorporating Voice of the Customer knowledge into the product design. They work together to deliver products that maximize customer value.

☐ **March 5, 2010: Set-Based Concurrent Engineering and Convergent Decision-Making**

This powerful tool is one of the most intriguing, counterintuitive and powerful components of the lean product development system. This session will provide enough about this tool to empower the learner to conduct experiments with the practice.

☐ **March 26, 2010: Visible, Rhythmic Processes**

This session describes the ideal lean product development process, along with some tools and best practices for migrating a traditional product development to one that supports lean product development.

☐ **April 9, 2010: The Chief Engineer**

Effective product development program leadership ties all the pieces together. Learn how U.S. and European companies have adapted this Toyota model to strengthen product development leadership in a wide variety of cultures and organizational structures.

Sign up today at:
www.leanotechnologydevelopment.com

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About Katherine Radeka

Katherine Radeka has a rare combination of business acumen, scientific depth and ability to work with people. In the past six years, her consulting firm, Whittier Consulting Group, Inc. has engaged with clients such as Intel, Hewlett-Packard, Buckeye Technologies, The Toro Company, Wells Fargo, Alticor and over fifty other leading organizations.

In 2005, she logged over 11,000 miles driving around the country to research how the best companies got more ROI from product development. In 2007, she founded the Lean Product & Process Development Exchange, a nonprofit organization to promote the use of lean thinking to improve ROI from product development.

She is a regular speaker for the Product Development Management Association and the Association for Manufacturing Excellence. Her articles regularly appear in PDMA's magazine, Visions, where she is the most frequently featured cover author in the last three years. She was recently inducted into the Million Dollar Consultant® Hall of Fame, one of only twenty consultants worldwide recognized for her client results, integrity, business growth and personal development.

Katherine has climbed seven of the ten tallest peaks in the Cascades and spent ten days alone on the Pacific Crest Trail until an encounter with a bear convinced her that she needed a change in strategic direction.

Registration Information

Individual Registration: \$495 per person.

Group Memberships:

We offer group discounts for teams of three or more from the same organization, and company-wide licenses to give everyone access to the materials. For options and pricing, call us at (206) 274-6179.

Private Sessions

This web class is available for teams of at least 10 who want to run through the class as a private group.

Format

- Katherine will conduct each live session personally.
- Each session will be recorded. The recorded session with the slides will be distributed to the participants via a class web site.
- There will be homework assignments between each session, to provide real-time practice with the lean tools.
- Katherine is available via email to answer questions and troubleshoot the homework assignments.

Registration Form

Register online at: www.leantechnologydevelopment.com or fax the form below to: (360) 696-9051.

Name: _____ Email: _____

Title: _____ Phone: _____

Company: _____ Fax: _____

Address: _____ Payment Authorization:

Payment Type: ___ Visa ___ M/C ___ AmEx ___ Discover

City: _____ State: _____ ZIP: _____ Card #: _____

Country: _____ Expiration Date: _____ / _____
(month) / (year)