

Rubicon Associates and The Deming Forum

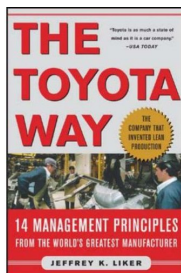
Present a 24-hour Lean Master Class with Jeffrey Liker

- The Toyota Way -

5pm Tue 10th – 5pm Wed 11th October 2006

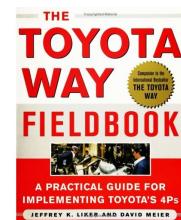
The Copthorne Hotel, Effingham Park (near Gatwick Airport)

Rubicon Associates and The Deming Forum are delighted to present a Master Class with Jeffrey Liker. Prof. Liker is a world expert on the culture and methods behind the phenomenal success of Toyota and is offering an in depth view through this unique window. He has successfully applied these insights in other organisations to transform their performance in their own markets. Toyota's legendary journey has taken them from a small production company in the 1940s and 50s to the international enterprise they re today, with a market capitalisation greater than General Motors, Ford and DaimlerChrysler combined.



At this event, a first in the UK, you will gain unique insights applicable to any organisation in any sector that wants to speed up business processes, improve quality and cut costs. Discover the difference between the external view of Toyota and the internal system that has enabled them to sustain their continuous transformation over many years – an approach that Liker terms The Toyota Way. The power of Lean Thinking that companies around the world are striving to adopt is just one outcome of The Toyota Way. At the root of their success is not just a set of tools and techniques but a learning culture that challenges everything and constantly looks for better ways to develop and improve all of their products, processes and people.

Jeffrey Liker has authored several books, including The Toyota Way and The Toyota Way Fieldbook which are the basis of this Master Class (both of which will be provided for study before the event). Delegate numbers are limited so as to allow business leaders to gain an in-depth understanding of the key messages in the books, and most importantly find the two or three gems that will have the biggest impact for their organisations right now.



On the Tuesday evening, participants will join a facilitated working session to develop their questions within the categories of Philosophy, Process, People and Problem Solving. This will lead to the formation of four similarly sized groups who will then work together to discuss and refine their questions for presentation to Jeffrey Liker the next day. Before the end of the event the groups will reconvene with their facilitators to review, digest and focus their minds on their next steps. Each participant will be asked to identify the clear actions that they will initiate based on what they have learned during the Master Class. Please feel free to bring sensitive issues to discuss - confidentiality will be respected during the event.

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How you will benefit from attending:

- Benchmark your business performance against the world leaders in business transformation, customer focus, lean processes, rapid improvement and cash generation – learn how to achieve huge performance improvements in 3-6 months and how this positions you for the never ending journey of improvement, innovation, re-invention and success
- Learn and share together with an energetic group of top managers who are exploring better ways to deliver lasting change - develop your plans with them and form a creative support network
- Take twenty-four hours to step back from the day-to-day work and take a fresh look at your own key issues - examine common misconceptions in the lean community and avoid these pitfalls yourself
- Gain the confidence to take your business on a Lean journey to the forefront of your market

“Liker’s book is unique in its explanation of the broader principles at work in the Toyota culture”
Gary Convis, Managing Officer of Toyota and President of Toyota Motor Manufacturing Kentucky.

Some facts:

- Toyota’s annual profit at the end of its fiscal year in March 2003 was £4.4bn – larger than the combined earnings of GM, Chrysler and Ford. By March 2006 it reached £6.5bn and by 2007 it is expected to overtake GM as the largest auto manufacturer by volume. Its net profit margin per vehicle is 8.3 times higher than the industry average. Toyota has the fastest product development process in the world - new cars and trucks take 12 months or less to design, while competitors typically require two to three years.
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- Toyota is benchmarked as the best in class by all of its peers and competitors throughout the world for high quality, high productivity, cycle time and flexibility. Toyota automobiles have consistently been at the top of quality rankings by J.D. Powers consumer reports for many years. And the list goes on ... this is a company that we should all know a lot about!
 - Jeffrey Liker is Professor of Industrial and Operations Engineering at the University of Michigan. Winner of four Shingo Prizes, he has written several books and his writings have appeared in the Harvard Business Review. He is also a principal of Optiprise, a Lean enterprise/supply chain consulting firm where he applies the Toyota principles to many sectors, and gains the experience that can only come from implementation.
 - Rubicon (www.rubiconassociates.com) are a leading Lean Thinking consultancy specialising in the implementation of lean thinking in service, construction, production, IT and support services. This includes the design and implementation of operational strategies, business processes, roles and reporting structures and organisational cultures. They operate in the UK and across Europe via Associates and Partner organisations.
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- The Deming Forum is a not for profit educational organisation which creates learning and networking opportunities for those who wish to deepen their understanding of the Deming system of management for industry, government and education. Toyota was heavily influenced by this system of management and the Toyota Way enshrines much of the thinking that Deming developed during his career.
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- The model for a Master Class comes from the world of music where a master would meet with a small group of advanced musicians to work in a focussed way on some professional question, e.g. technique, approach, blockage. The Master Class with Jeffrey Liker follows this model. Twenty or so top managers will have the opportunity to spend a day in focussed discussion around the tailored application of the principles of the Toyota Way. The sessions will be highly interactive with all participants – a Master Class is not a spectator sport so prepare to be challenged!

See overleaf for booking instructions ...

24-hour Master Class with Jeffrey Liker

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Register now!

- The price:* £1295 plus VAT (total including VAT is £1521.62). A 5% discount applies to registered Supporters of The Deming Forum (£1445.53 including VAT)
- What you get:* The 24 hour Master Class and the opportunity to talk with Jeffrey Liker informally, all refreshments, dinner on Tuesday, lunch on Wednesday, books and materials.
- Not included:* Bed and breakfast (we are negotiating a reduced rate at the Copthorne for delegates and will be in touch with details), and membership of the Deming Forum (£85 per year, which entitles you to discounts on future events such as the annual Transformation Forum in May and access to the Deming Library.)
- Payment:* We will invoice you and you will be able to pay by BACS or cheque.

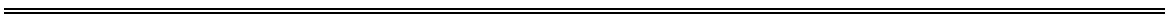
When you register for the event we will reserve you a place and send you the two Master Class texts to help you start generating ideas immediately. Please make sure you read these texts before the Master Class. We will also include an additional copy of The Toyota Way so that you can start to create a wider understanding in your organisation (if you require further copies please request them, at the discounted price of £15 + £2 p&p each).

Cancellation policy: Once we have confirmed your booking we regret that refunds cannot be given. However, substitute delegates are welcome at any time – just let us know so that we can prepare name badges in advance. If the event is cancelled for reasons beyond our control, a full refund will of course be given.

To reserve your place please fax or e-mail the office as soon as possible:

Address: Lotte Coombe, The Deming Forum, The Court House, Woburn St, Ampthill, UK. MK45 2HX
Telephone: +44 (0) 1525 40 2323 E-mail: demingforum.uk@virgin.net
Fax: +44 (0) 1525 40 6610 Web: www.deming.org.uk

To maximise the value of the event to the participants the number of delegates must be limited so please book quickly. This could be a decisive step in the transformation of your organisation. You won't be disappointed!



Name: _____ Job title: _____

Organisation: _____

Address: _____

Postcode: _____

E-mail: _____

Telephone: _____

Please reserve me a place at the 24-hour Master Class and send me further details regarding the event and payment. Thank you.

Signed: _____ Date: _____