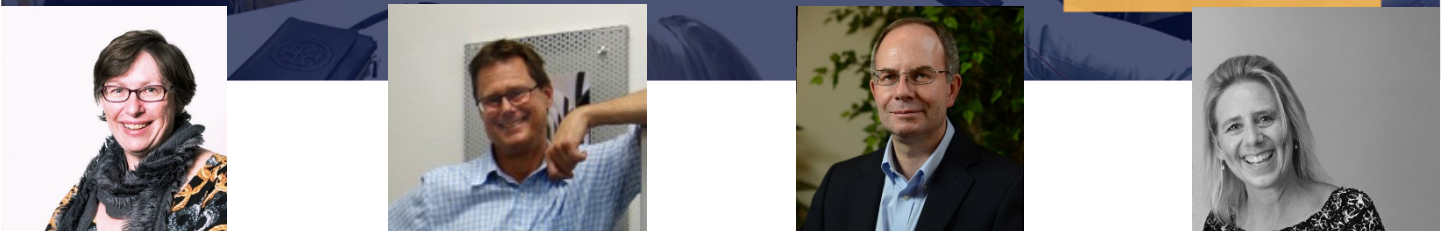


# Virtual Summit 2021

## Exchange in a Digital World

REGISTER TODAY!



### Thursday, February 4, 2021 Pre-Conference Workshop using ZOOM

1pm GMT	Welcome and instructions – Peter Palmér & Juha Tammi
1:10pm-	<b>Bella Englebach</b> , Lean For Humans – <i>Workshop: Lean Product Development Demands Creative Thinking: How to Leverage the Two Creative Thinking Styles Already on Your Team +Reflections and interaction</i>
3pm	End

### Friday, February 5, 2021: Conference using ZOOM

12 GMT	Welcome and instructions – Juha Tammi & Peter Palmér
12:10pm-	<b>Janne Lundberg</b> , LIAB – <i>The Tough List for Projects – How to Enjoy the Agile Principles +Reflections and interaction</i>
1:00-	Short break
1:05-	<b>Bob Melvin</b> , Teledyne Marine Systems – <i>Disruptive Innovation +Reflections and interaction</i>
1:55-	Coffee break
2:05-	<b>Sannah Vinding</b> , VCC Visual Communications Company – <i>Innovate the Experience, Not Just the Product +Reflections and interaction</i>
2:55-	Short break
3:00-	<b>Bella Englebach</b> , Lean For Humans – <i>Lean Product Development Demands Creative Thinking: How to Leverage the Two Creative Thinking Styles Already on Your Team +Reflections and interaction</i>
3:50-	Final reflections and remarks
4pm	End

REGISTRATION FEE for one Digital Summit WS + Conference: 99 € + VAT  
 Registrations through Lean Association of Finland: [https://www.lyyti.in/LPPDE\\_Digital\\_Summit2021-01](https://www.lyyti.in/LPPDE_Digital_Summit2021-01)  
 More information: [www.lppde.org](http://www.lppde.org)

Next Digital Summits  
 March 4-5  
 April 16



**Peter Palmér, LPPDE and Juha Tammi**, Lean Association of Finland

Peter and Juha represents the two organisation who organize these virtual events and will moderate the Virtual Summit.



**Bella Englebach**, President and Lead Consultant at Lean For Humans

***Lean product development demands creative thinking: how to leverage the two creative thinking styles already on your team***

During the workshop Bella will guide us through the art of creative thinking and how it fits with lean product development. We will learn how to leverage the two creative thinking styles already on your team. The workshop will be very interactive, and in the presentation, Bella sums up her learnings this far.



**Bella Englebach** is the author of "Creatively Lean: How to Get Out of Your Own Way and Drive Innovation Throughout Your Organization". Bella Englebach is President and Lead Consultant at Lean for Humans, Inc, and is a Certified Professional Coach. She has been applying continuous improvement and lean thinking to operations and R&D for over fifteen years. Trained as a scientist, she helps people to see that the heart of improvement is the scientific method. As children we were all excited to ask why - and we all loved to conduct experiments to find out why! Many of us left that type of exploration behind and came to believe that we were not good at problem-solving or creativity.

Everyone can regain their excited inner scientist to drive people-centered improvement for any type of organization. Bella coaches and consults with leaders and managers to create environments where problems can be seen, innovative solutions can be discovered and tested, and people can truly drive improvement. Bella previously worked at Johnson & Johnson, where she was a process excellence and business improvement leader, bringing the worlds of lean and creativity together in research and development, regulatory affairs, and IT implementations. She opened her own business, Lean for Humans, Inc, in 2018.

Bella is a Creative Problem Solving (CPS) Facilitator and is also an Associate Partner at New & Improved, Inc, a consulting firm specializing in helping organizations create the environments for innovation through the CPS approach. She is an experienced facilitator trained in continuous improvement, Creative Problem Solving, lean improvement, lean product and process development, and change management. Bella was a member of the Board of Directors of the Lean Product and Process Development Exchange for six years.

She is a popular speaker and workshop facilitator at lean, operational excellence, and continuous improvement conferences. She loves to share the voices of fellow creative lean thinkers in her podcast, "The Edges of Lean."



**LIAB** Lundberg  
Innovation AB

**Janne Lundberg**, President of LIAB, Lundberg Innovation AB

### ***The Tough List for Projects – How to Enjoy the Agile Principles***

Janne will present the ‘tough learnings’ from the hard work making innovation project portfolios becoming OnTime. It is so easy to say, but in reality – it can fail in so many ways. The experiences are coming from companies in industrial tools, security, medical, elevators, material, railway, pumps and nuclear based instrumentation.

**Janne Lundberg** is a Global Agile Innovation Coach and Speaker. Since 2017 Janne is working as an independent consultant transforming global leading companies – having significantly increased their Value creation, the OnTime performance and the employee happiness.

Until 2017 he worked for 6 years as Global Lean Innovation Manager for ASSA ABLOY, becoming one of the 100 most innovative companies in the world (Forbes) – before Apple. At ASSA ABLOY, Janne introduced Lean Innovation in around 90 Innovation sites globally, including starting 60 Pulse Rooms, training 1500 employees and certifying 170 Lean Innovation Champions.

Before Agile he has worked during the main part of his career at Atlas Copco with global industrial and automotive customers. There he was driving the electrical and digital transformation. He has a Master of Science in Engineering and has used Agile since 2006. He also has a LPD university training at Chalmers 2008.



**Sannah Vinding**, Executive Director. Technology and Innovation at VCC Visual Communications Company and Chairman of LPPDE

### ***Innovate the Experience, Not Just the Product***

Lean principles should not just be limited to the product, the customer experience is a big part of the success when implementing lean within your organization.



Many designs and development decisions are made iteratively, relying on short-cycle experimentation, prototypes, set-based design, and emergent practice and Lean thinking require us to apply a cultural context, in addition to a set of methods and tools.

**Sannah Vinding** is a Product Management & Marketing Executive with 20 years of innovative leadership developing corporate strategies and growing revenues in electronic components, consumer electronics, and medical devices. Creative and innovative change agent who identifies business drivers and builds collaborative global and cross-functional relationships. Recognized for combining transformational business strategies by supporting operating plans, budgets, and programs. Track record of mentoring strong leaders and diverse teams and communicating change management (visual communicator).

She has a passion for defining and implementing scalable processes and systems in order to deliver best-in-class innovation. She is a creative and innovative visual change agent who applies lean principles and main lean tools into every process, project and product deliverable. Through her career, she has successfully deployed innovative products through lean methodologies globally in organizations of all sizes and diverse cultures.



**Bob Melvin**, Vice President of Engineering at Teledyne Marine

***Disruptive Innovation***

Join me as we define disruptive innovation and apply or lean engineering principles to “nail-it” with a product that meets the customer interest with our knowledge gaps identified.



This interactive presentation will start with defining the job-to-be-done and the outcomes or metrics a customer will use to decide whether to buy your product or service. From there we will use knowledge gap analysis to identify the areas needing engineering focus. Finally, does our business model fit the opportunity, and if not, what should we do. Interactive group session with brainstorming and knowledge gap analysis exercises. It will wrap up with a whiteboard or poster board group business model analysis.

**Bob Melvin** is a former board member of LPPDE and organizer of the Northeast Savvy Consortium. He holds a Master of Science degree in Electrical Engineering and multiple patents. Bob directs the engineering for six product lines in three locations, San Diego, Cape Cod, and Iceland. Since 2007 Bob has advanced their Lean development process and knowledge library, including writing the book, Knowledge Based Product Development, A Practical Guide. Bob considers himself a practical engineer, always looking for ways to improve himself and the company. Bob’s recent passion is understanding innovation and how to create a strategic roadmap for both startups and established companies.



**LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.**

**Exchange**

Following the spirit of Lean Product & Process Development EXCHANGE there will be good possibilities to Exchange knowledge with other attendees as well as with the speakers.

After each presentation we have a session +Reflections and interaction where you will reflect and interact on the learnings from the presenter.

We end the virtual LPPDE with some final reflections and remarks and hope the Exchange will continue on our LinkedIn site

The Science of Improving Innovation

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 Non-profit Organization Management · West Hartford, CT · 232 followers

Our mission is to bring the insights on lean process and product development together for you to learn and exchange

[Learn more](#)

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