



Virtual Summit 2021

Exchange in a Digital World

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Friday, April 16, 2021: Conference using ZOOM

1pm GMT	Welcome and instructions – Peter Palmér & Juha Tammi
1:10pm-	Jamie Flinchbaugh , JFlinch – <i>Workshop: Strategic Thinking and Business Model Canvas +Reflections and interaction</i>
3pm	Short break
3:10pm-	Carolyn Hutchinson Carter , Carolyn Carter Consulting – <i>How to define the right metrics +Reflections and interaction</i>
4:00-	Short break
4:05-	Arnoud Herremans , Y47 consultancy – <i>Constructing KPI's that drive continuous improvement behavior +Reflections and interaction</i>
4:55-	Coffe break
5:05-	Norbert Majerus , norbert majerus consulting – <i>Lean Project Management +Reflections and interaction</i>
5:55-	Short break
6:00-	Jamie Flinchbaugh , JFlinch – <i>Strategic Thinking and Business Model Canvas +Reflections and interaction</i>
6:50-	Final reflections and remarks
7pm	End

REGISTRATION FEE for one Digital Summit WS + Conference: 99 € + VAT
 Registrations through Lean Association of Finland: <https://www.lyyti.in/virtualLPPDE>
 More information: www.lppde.org

Next Digital Summits
 June 11th
 July 2nd



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.



Jamie Flinchbaugh, JFlinch – *Workshop: Strategic Thinking and Business Model Canvas*

Innovation doesn't have to be a mystical outcome from creative geniuses. It can be driven by lean thinking, strategy, and problem solving. In this workshop and session, we will explore the Business Model Canvas as a tool to shape strategy and strategic thinking. We will further explore strategic pivots, understand those pivots on the Strategic Gaps Map, and how it drives the opportunity for innovation. And finally, how we convert those gaps into action plans that drive purposeful, problem-driven innovation.

Innovation is often started at the wrong end: the effort to create something new. But it should be driven from need. What problem are we trying to solve? Innovation is fundamentally the effort to solve a problem in a unique or creative way, more effectively than previous solutions. This applies to both customer problems and internal problems.

But what makes problem-driven innovation strategic? It come from a comprehensive view of your business model, where you are trying to go, and what gaps exist to achieve the strategy. The Business Model Canvas is a tool to understand your business model, and your strategy, at a systems-level. This will help you understand your strategic gaps, or problems, that will inform and guide that innovation effort.

In this workshop and session, we will cover the Business Model Canvas, both as a tool and a thought process. We will explore strategic pivots and understand how that will drive the need for innovation. Strategic gaps will be mapped using a tool to shape what type of gap is found, and how to approach closing each type of gap on the Strategic Gap Map. Those will then drive action, be it through A3-driven problem solving or other mechanisms.

Jamie Flinchbaugh is the founder of JFlinch, an advisory firm that focuses on helping build cultures, capabilities, leadership, and operating systems that consistently perform and scale. Leveraging his extensive experience of helping transform over 300 companies, Jamie is a valuable asset for any company seeking expert guidance with process improvements, lean strategies, and leadership coaching. His areas of expertise include continuous improvement, innovation and entrepreneurship, coaching and training, process transformation, business strategy, and organizational design.



Carolyn Carter
Consulting

Carolyn Hutchinson Carter, Carolyn Carter Consulting – *How to define the right metrics*

Carolyn will present the important topic of how to go about to define the right metrics. Read her interesting blog on www.lppde named “What is the Right Metric for Development?”

Carolyn is Principal Consultant at Carolyn Carter Consulting and before she worked at the Kimberly-Clark Corporation and has extensive experience in Research Product Development with additional focus on Lean and LPPD in Development, and Engineering, Operations and Quality in Manufacturing.

Carolyn's experience include:

- Leader of Lean Product and Process Development launch across multiple Business Units
- Co-lead of Lean Product and Process Development launch into Research Teams
- Lean Coordinator for initial launch of Lean Culture into Research Team
- Product Developer in programs across multiple businesses
- Product Development Leader for commercialization of large Personal Care Program
- Leadership and development of Process Optimization Program Product Supply for North America and European Personal Care
- Lean Strategic and A3 Problem Solving applications as Quality Manager in Personal Care Manufacturing
- Quality Manager in multiple regulated and non-regulated Personal Care Manufacturing Plants
- Mechanical Engineer and Project Leader in High Speed Personal Care Manufacturing Environment



Arnoud Herremans, Y47 consultancy – *Constructing KPI's that drive continuous improvement behavior*

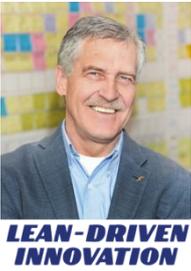
Teaser: Have you ever wondered why your carefully constructed KPI's are not yielding the desired results? And what are the hidden characteristics that determine the effectiveness of a KPI?

Arnoud Herremans, founder of Y47-consultancy, will take you on a journey along current thinking and psychological aspects of KPI's. He will shed a light on your KPI's and how they affect people. With these insights you can free yourself from detrimental and demotivating KPI's. You now can start to create and apply KPI's that positively drive continuous improvement.

As a trainer/coach Arnoud brings Innovation Excellence to your R&D teams / organization. In a dynamic process with the teams, he create a continuously learning organization, free up capacity for more innovation and improve the generation and use of knowledge. His approach is based on lean - 6Sigma - kaizen methods applied to the research & development arena.

Arnoud is a positive, open minded, creative and inspiring person. He is able to create a culture where taking responsibility, ownership and initiative go hand in hand with a profound respect for people. Personal feedback and positive coaching are his main tools. He actively look for what makes people tick and incorporate that personal drive in reaching the goals of the organization.

He uses my psychological knowledge and inter-personal skills to shape a team culture that fosters ownership and initiative. Concepts he works with are: empowerment, self awareness, positive mind set, involvement and personal feedback.



Norbert Majerus, norbert majerus consulting – *Lean Project Management*

In his very practical way Norbert describes the theory's that make Lean Driven Project Management increase delivery, speed, and agility of all kinds of projects, and it helps motivate and engage people. Although the chief engineer (or project manager) and matrix organizations are staples of a lean organization, few companies have taken advantage of other lean principles and tools when managing their projects. At Goodyear and as described in the book Lean-Driven Innovation, lean thinking combined with a solid project management organization has led to large increases in on-time delivery, speed, and agility. Projects meet their business case (profitable products) and resource utilization has been tripled despite a flat budget.

Beginning in 2005, Norbert implemented a principles-based lean product development process at the three global innovation centers of The Goodyear Tire & Rubber Company. For more than a decade he was Goodyear's lean champion in research and development. Norbert has worked most of the disciplines in the Goodyear innovation centers in Luxembourg and Akron.

In 2016, his first book Lean-Driven Innovation was published. Also in 2016 the Goodyear R&D organization applied for and received the AME Excellence Award. Norbert has spoken at many conferences in the United States and other countries. Since retiring from Goodyear in 2017, he continues to share his extensive lean expertise.



LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.

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

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