

# Virtual Summit 2021 Exchange in a Digital World

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Friday, July 13, 2021: Conference using ZOOM - "Improving the PD system"

1pm GMT	Welcome – Peter Palmér, LPPDE & Juha Tammi, Lean Association of Finland
1:05pm-	<b>Dantar Oosterwal</b> , Argo Inc – <i>The Lean Machine – The 7+1 principles of Lean Product and Process</i>
1:45pm-	Break
1:50pm-	<b>Takashi Tanaka</b> , Mitsubishi UFJ Research & Consulting Co – <i>DX-Platform – Apply LEAN for product development</i>
2:30pm-	Short break
2:35pm-	<b>Panel-discussion 1 with the speakers</b>
2:55pm	<b>+Reflections and interaction with other participants</b>
3:15pm-	Break
3:25pm-	<b>Håkan Swan</b> , Ivolver AB – <i>The Development of Visual Management</i>
4:05pm-	Short break
4:10pm-	<b>Åke Sundelin</b> , Ericsson – <i>Introduction to Ericsson Product Development Principles and how they make them stick</i>
4:50pm-	Short break
4:55pm-	<b>Panel-discussion 2 with the speakers</b>
5:15pm	<b>+Reflections and interaction with other participants</b>
5:25pm-	Final reflections and remarks
5:30pm	End



**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.



**Takashi Tanaka**, Director, Mitsubishi UFJ Research & Consulting Co – *DX-Platform – Apply LEAN for product development*

The theme “DX Platform for LEAN product development”.

- Learning from top automotive OEMs
- Process and systems with human factors



DX is a radical change of the entire company tying together the processes and IT systems in an effective way. It is about developing a common platform using digital technology and change the structure of the company and reforming the bottleneck business at the same time.

Currently, it's necessary to use DX (Digital transformation) for global product development. By applying Lean, DX will be easier to execute. The keys to implementing DX is that business processes, IT/ systems, and then management-related activities are being implemented in a well-balanced manner.

This time, I will explain what is happening at the product development with examples.

- First, I will share the latest architecture of the product development platform.
- Next is the QIP (Quality into process) and cost planning. Here are some cases of how to apply trade-offs using digital.
- In addition, to support CASE and AD, it is a method for modularization in a cyber and physical environment using MBSE (Model-based systems engineering).
- Finally, I will explain the system architecture that Toyota was aiming for in the early 2000s and the actual implementation procedure.

Takashi Tanaka has a deep understanding of a Toyota management system (TMS) and he has applied it at many manufacturing companies of Japan and in Western countries, not only automobile, but also airplane, electrical, and medical equipment.

As a PMO for PLM Platform development and implementation, he has acquired a deep experience and understanding. Currently, Takashi is working for DX Platform development using Local 5G, Cloud, AI/Machine learning to accomplish the dynamic capability (企業変革) for clients.



**Dantar Oosterwal**, Sr. VP & Partner - Lean Product Development practice lead at Argo Inc – *The Lean Machine – The 7+1 principles of Lean Product and Process*

Dantar was a presenter at the first LPPDE conference back in 2008 and he had already been on the journey for many year's. He worked close to Allen Ward and also Takashi Tanaka and learned, practiced, reflected and improved.

He worked Harley Davidson with motorcycles, Whirlpool with dishwashers and at Sara Lee with consumers goods and applied his knowledge and saw what worked and what didn't. Dantar has since worked as a consultant and advisor to many companies and industries. During these year's he developed his Product Development model 6+1, described in his fabulous book *The Lean Machine*. To continue his researching voyage Dantar has started a PhD in Lean Product Development.





**Dantar Oosterwal**, Sr. VP & Partner - Lean Product Development practice lead at Argo Inc – *The Lean Machine - The 7+1 principles of Lean Product and Process*

Dantar Oosterwal is highly regarded as a global thought-leader in Lean Innovation & Product Development systems as well as an advisor, speaker and award-winning author. He has a passion for learning and applying lean product development systems to impact improvements of business performance. Dantar has championed many large and global operational improvement initiatives as well as developed and led Lean Innovation transformations for organizations resulting in profound improvements to both top-line revenue and bottom-line efficiency. He has been awarded the Shingo Prize for his work in Lean Innovation by the Shingo Institute, the Outstanding Corporate Innovator award from PDMA and several product patents. Dantar has served as the Global Vice President of Innovation at Sara Lee and Product Development & Product Planning Leader at Harley-Davidson Motor Company. His consulting experience spans a diversity of industries ranging from raw materials (mining and chemicals) to high-tech defense systems. Today Dantar is Sr. Vice-president at Argo and a member of the board at LPPDE.



**Håkan Swan**, Founder and President at Ivolver AB – *The Development of Visual Management*

During many years Håkan has taught and practiced visual management in many different countries and companies. Although it may seem simple it takes a lot of time to understand the needs of each company to adapt the methods and let them evolve according to the companies need. He has adapted and struggled to make it fit to every need, as well as seen the Development of Visual Management over the last 20 years and will give his view of this development.



The presentation will contain a mixture of theory and practical implementations combined with some deeper reflections.

Håkan is an expert consultant in Product Development, Product Planning and Product Strategy issues. He has worked with Lean Product Development and Visual management systems for knowledge workers within many industries, thereby significantly increasing product development productivity in R&D organizations. He has worked with product development at Saab Automobile AB before becoming a consultant. During more than 20 years of consulting in Lean product development, planning & strategy, he has worked with many companies including the major automotive companies in Sweden. He has worked closely with a Japanese consultant (Takashi Tanaka) previously working with Lean PD at Toyota. Håkan Swan is the founder and president of Ivolver AB, a management consultant firm focusing on Lean Product Development implementations. Håkan has written academic papers and lectured in various executive education programs at Chalmers University of Technology & KTH Royal Institute of Technology. Håkan Swan holds a Ph.D. degree in physics.





**Åke Sundelin, Ericsson** – *Introduction to Ericsson Product Development Principles and how they make them stick*



What about true Product Development Principles? Mindset & principles are context independent but practices & tools are context dependent. Åke will dig deeper in these differences and stresses that you need to make sure you adapt “agile” practices to the Ericsson context to make them add value to the way of working. AED (Anatomy of Excellent Development) is designed to be an implementation instrument for the Ericsson Product Development Principles. It is also intended to be used by leadership / management teams for a line organization or a program/project with a common area of responsibility.

Åke Sundelin works at the Ericsson CTO office as director for strategy development and execution. He has more than 30 years of leadership experience in product development ranging from project- and project office manager positions and development center manager positions. From 2008 Åke has been the driver of the Ericsson Develop Strategy covering the WoW perspective of Product Management and Product Development. In parallel he also works part time as one of the teachers for the Ericsson Product Development Leadership training, which is an applied training program for leading large scale system development in a VUCA world and which is one of the highest rated training programs in Ericsson. He also work as project- and content lead for the Ericsson Technology Conference and the Ericsson Developer Conference. Åke is also working with internal- and external knowledge sharing and e.g. holds a position on the board of the SDLC (Steve Denning Learning Consortium).



## 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

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