



# Virtual Summit January 2022

# Exchange in a Digital World

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Thursday January 13, 2022: Conference using TEAMS – “Project Management”

1pm GMT	Welcome – Peter Palmér, LPPDE & Juha Tammi, Lean Association of Finland
1:05pm-	<b>Mark Adler Madsen</b> , Aspire Innovation – <i>Flow in Product Development Project Portfolios</i>
1:45pm-	<i>Breakout rooms - Reflections and interaction</i>
1:55pm-	<i>Reflections and questions to the speakers</i>
2:05pm-	<b>Anders Hugnell</b> , Implement Consulting Group – <i>The Half Double Methodology</i>
2:45pm-	<i>Breakout rooms - Reflections and interaction</i>
2:55pm-	<i>Reflections and questions to the speakers</i>
3:05pm-	<i>Break</i>
3:15pm-	<b>Norbert Majerus</b> , norbert majerus consulting – <i>Diving into the Theory of Constraints and Little’s Law</i>
4:15pm-	<i>Breakout rooms - Reflections and interaction</i>
4:25pm-	<i>Q&amp;A session with Norbert Majerus about Lean Project Management</i>
4:55pm-	Final reflections and remarks
5:00pm	End



**Peter Palmér, LPPDE and Juha Tammi**, Lean Association of Finland  
Peter and Juha represents the two organizations who organize these virtual events and will moderate the Virtual Summit.



**Mark Adler Madsen**, Co-Founder and Partner at Aspire Innovation – *Flow in Product Development Project Portfolios*

The presentation emphasizes the importance of prioritizing when projects are in the queue and having a pull system for what is active to ensure that project flow. This only goes so far, as things will always come up that were not anticipated, and it may still be necessary to prioritize between running projects. We talk about using cost of delay as a way to decide which projects to focus on when there are resource constraints in the running projects.



**Mark Adler Madsen** is partner and co-founder at Aspire Innovation, which is a consultancy with roots in both USA and Europe seeking to help manufacturers improve product development and get faster from idea to profit. Mark has spent his entire career leading and coaching product development – from leading projects to building enterprise portfolio & project management offices for global businesses.



**Anders Hugnell**, Partner, Implement Consulting Group – *The Half Double Methodology*

How does the Half Double Methodology work? It focuses on three core elements - Impact, Flow & Leadership. Half Double is a project management approach based on actual human behavior, unpredictability and complexity. It has been tested and validated through numerous projects in various industries and been applied to a wide range of project types – and it works.

Half Double Institute has now been established as a self-owned organization and foundation, which means that all property (concept, trademarks, training materials, etc.) is now owned by the Half Double Institute. This is a huge step in diffusion of the concept with the aim to increase the success rate of projects worldwide. The Half Double Institute is an impartial, non-profit organization governed by The Danish Industry Foundation and Implement Consulting Group as a foundation – giving back earnings to the project management community trying to change the world a bit.

[www.HalfDoubleInstitute.org](http://www.HalfDoubleInstitute.org)



**Anders Hugnell** has a Ph.D. in ME with focus on product development and Lean. Anders has over 25 years of experience in running both academic and industrial training programs in OPEX, Lean, product development. He started and ran the KTH (Royal Institute of Technology) Lean center for three years. Anders has also written books on Lean Management and he has been keynote speaker at several conferences in different countries.



**Norbert Majerus**, norbert majerus consulting – *Diving into the Theory of Constraints and Little's Law*

When working with Lean Project Management it is important to use the right methods when appropriate. Norbert will dive into two of the most important needed to achieve a good flow and shorten lead time;

- The theory of constraints (TOC) was invented by Eliyahu Goldratt in 1984 and introduced to managers through his book titled "The Goal". Think of it like the old axiom, "A chain is no stronger than its weakest link."
- Little's Law is a theorem that determines the average number of items in a stationary queuing system, based on the average waiting time of an item within a system and the average number of items arriving at the system per unit of time. It is quite critical to use Little's Law to avoid overburdening the people working in a project.

Norbert will explain how to use these methods in Lean Project Management.

**Norbert Majerus** implemented a principles-based lean product development process at the three global innovation centers of The Goodyear Tire & Rubber Company in the beginning in 2005. 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.

### 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 two presenters we have a session "Reflections and interaction" where you will reflect and interact on the learnings from the presenter.

Afterwards we hope the Exchange will continue on our LinkedIn site

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