



Virtual Summit 2022

Exchange in a Digital World

REGISTER TODAY!



Thursday July 7, 2022: Conference using ZOOM

1pm GMT	Welcome – Peter Palmér, LPPDE & Juha Tammi, Lean Association of Finland
1:05pm-	Jamie Flinchbaugh , JFlinch – <i>Problem Solving In and Around Product Development</i>
1:45pm-	<i>Short break</i>
1:50pm-	Carl Starendal , We Are Movement – <i>SAFe – Scaled Agile Framework</i>
2:30pm-	<i>Breakout rooms - Reflections and interaction</i>
2:40pm-	<i>Reflections and questions to the speaker</i>
2:50pm-	<i>Break</i>
3:05pm-	Magnus Pettersson , Magntec – <i>How to Succeed with Lean Product Development</i>
3:45pm-	<i>Short break</i>
3:50pm-	Norbert Majerus , norbert majerus consulting – <i>A Lean Startup Story</i>
4:30pm-	<i>Breakout rooms - Reflections and interaction</i>
4:40pm-	<i>Reflections and questions to the speaker</i>
4:50pm-	Final reflections and remarks
5:00pm	End

REGISTRATION FEE for one LPPDE Digital Summit: 99 € / three summits €250 / or all year €600
 Registrations through Lean Association of Finland: <https://www.lyyti.in/virtualLPPDE>
 More information: www.lppde.org



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, Founder of JFlinch – *Problem Solving In and Around Product Development*

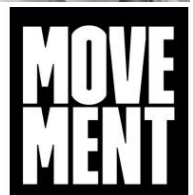


Problem solving is all around product development. It frames the scope of work, must be engaged in order to develop customer solutions, and is a pathway to improving how we work. In other words, product development is nothing without problem solving. Why are we getting it wrong? Some of the common approaches of training and templates don't really make a difference. Explore what does make a difference, such as behaviors, capabilities, coaching, and an effective role of the leader. Jamie Flinchbaugh, author of *People Solve Problems*, will explore these aspects in the context of a more robust and resilient product development organization.

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.



Carl Starendal, Sustainability and Leadership Development Entrepreneur & co-founder of We Are Movement & SAFe Fellow & SPCT – *SAFe – Scaled Agile Framework*



The scaled agile framework (SAFe) is a set of organization and workflow patterns intended to guide enterprises in scaling lean and agile practices. SAFe promotes alignment, collaboration, and delivery across large numbers of agile teams. It was developed by and for practitioners, by leveraging three primary bodies of knowledge: agile software development, lean product development, and systems thinking.

Carl will tell us about the journey he has participated in developing SAFe and show the result to date.

Carl Starendal is an Enterprise lean/agile trainer, coach and Sweden's only SAFe Fellow and Program Consultant Trainer (SAFe SPCT). He has worked directly for Scaled Agile, Inc., the creators of the Scaled Agile Framework® for several years as well as having years of hands-on experience as an important part of several multinational Lean-Agile transformations across a diverse range of industries, in and beyond the software industry. As part of his work at Scaled Agile he was one of the key contributors to the SAFe RTE certification training.

Carl also frequently speaks about internationally about leadership, Lean-Agile transformations and leadership in product development, and he is a highly regarded mentor, trainer and facilitator.

Today Carl is a senior Partners and one of the co-founders of We Are Movement in Sweden.



Magnus Pettersson, Owner, Magntec – *How to Succeed with Lean Product Development*



When you first hear about Lean Product Development everything sounds like common sense and a scientific way of working, but how do you start? And even more interesting how do you continue.

Magnus will tell us about pitfalls from his vast experience and how to avoid them. A typical is to start the Lean Product Development initiative expecting a quick win of doing more with less. Magnus will talk about the long, dedicated journey needed to succeed.

Magnus Pettersson experience in the product development stretches more than 25 years back in time, focus on how to become more efficient in the development cycles throughout the years.

During this time, the knowledge has been built in multiple disciplines from mechanical and hydraulic development through control systems via internet of things and big data to the world of AI, machine vision and machine learning.

Along the road the understanding of how important it is to build knowledge so that it should be a vital part of the strategy and how the different parts tie together in the company strategy has been gained.

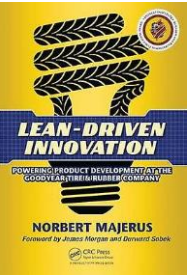
Magnus Pettersson mission and purpose of creating Magntec is to share these findings as well as help primarily small and mid sized companies to embrace the new technologies that are coming and that will have an impact, direct or indirect to everything we develop in the future.



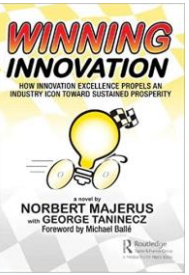
Norbert Majerus, Business Owner and author at norbert majerus consulting – *A Lean Startup Story*

LEAN-DRIVEN INNOVATION

Norbert will present the story about a Lean Startup. Sometimes we go back and talk about the great entrepreneurs who started a successful company. The great storyteller Norbert Majerus will tell an inspiring story about one specific Lean Startup and how they struggled to get things going.



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.



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 [The Science of Improving Innovation – LPPDE](#) and our LinkedIn group [LPPDE - The Science of Improving Innovation](#)

And our website www.lppde.org



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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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