Strategic Lean Transformation

June 2-4, 2014
Aug. 19-20, 2014

The James B. Henry Center for Executive Development
Michigan State University, Lansing, Michigan
Program Introduction:
Are you ready to aggressively compete in today's domestic and global markets? The Demmer Center for Business Transformation Executive Program in Strategic Lean Transformation is an intense five-day experience over three modules that prepares a company’s top executives to transform their organizations into customer-focused, lean competitors. The first module of the program immerses participants in an exciting journey into lean concepts, thinking, practices, and tools, using an action-based learning and integrative approach. Lean transformation principles are related to the strategic goals of the participating companies and dynamically illustrated through physical simulations. Company teams work together to define lean projects with targeted impacts that they will work on during the months of June through August under the coaching of seminar instructors. In the third module of the program, participants reconvene to report on their project activities and share lessons learned. The collaboration with other high-caliber participants via classroom exercises and activities and the team-based company projects accomplished under the guidance of seasoned experts offer outstanding value. The program prepares companies’ executive teams to effectively implement a lean culture within their organizations.

Key Learning Outcomes:
- An in-depth understanding of how lean can support a company’s business strategy
- A strengthened ability to respond to customers’ needs and expectations
- An ability to identify and eliminate waste in key business processes and operations
- A total systems perspective for improving operations or processes
- An experiential knowledge base for leading lean implementation
Location:
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

“The Strategic Lean Transformation Program held at Michigan State is not your typical seminar; It’s exciting, energizing, real life, hands-on and full of participation and knowledge you can put to real use”

– Demmer Corporation
Who Should Attend:
This program is specifically designed for top executives who desire to undertake strategic lean transformation within their organizations. Ideally, the whole top management team of a company thinking about or planning to embark on a lean journey would participate in the program. In addition, a company might want to invite one or two of its middle managers who are positioned to transition to a top leadership role in the near future to participate as well.

Price/Registration:
$4,495 full tuition (includes all costs associated with program except travel and lodging)
Group discounts available

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Seminar Instructors:

Cynthia Devers, PhD
Associate Professor of Management, Broad College of Business, MSU

William Donohue, PhD
Distinguished Professor of Communications, College of Communications, Arts and Sciences, MSU

Jim Manley
Associate Director, Student Engagement and Outreach, Demmer Center for Business Transformation, Broad College of Business, MSU
About the Demmer Center for Business Transformation:
The mission of the Demmer Center for Business Transformation is to help Michigan companies transform their business models to spur innovation and growth so they can compete more aggressively and effectively in domestic and global markets. The Demmer Center helps to facilitate strategic transformation by assisting organizations in becoming more operationally effective by designing integrated business processes and applying best practices such as lean and total quality management. Partner companies receive education and coaching from the Demmer Center staff and often involve students in projects under the mentorship and guidance of the staff. The Demmer Center is striving to become the #1 resource for Michigan organizations desiring to increase their competitiveness in the marketplace through strategic transformation.

Michael Rip, PhD, BSc, MSc
Founding Director of the Program in Public Health
College of Human Medicine, MSU

Doug Taylor
Executive In Residence, Demmer Center for Business Transformation, Broad College of Business, MSU

Shawnee K. Vickery, PhD
Demmer Legacy Fellow, Professor of Operations & Supply Chain Management, Faculty Director of the Demmer Center for Business Transformation, Broad College of Business, MSU
Schedule:

**MODULE 1:**
**Monday, June 2, 2014**

- 8:30-9:30 a.m. **Program Kickoff and Introduction**
- 9:30-11:00 a.m. **Strategic Lean Transformation: Does Lean Make Sense for Your Company?** (Vickery)
- 11:00 a.m.-12:00 p.m. **StarCor Simulation: Overview and Set Up** (Manley)
- 12:00-1:00 p.m. Lunch
- 1:00-5:30 p.m. **StarCor Simulation and Lean Tools** (Manley, Taylor, Vickery)
- 5:30-6:30 p.m. Dinner
- 6:30-8:00 p.m. **Red Bead Exercise**

**Tuesday, June 3, 2014**

- 8:30 a.m.-12:30 p.m. **StarCor Simulation and Lean Tools** (Manley, Taylor, Vickery)
- 12:30-1:30 p.m. Lunch
- 1:30-5:30 p.m. **Critical Thinking Skills in Business** (Rip)
- 5:30-6:30 p.m. Dinner
- 6:30-7:30 p.m. **Effective Communication** (Donohue)

**Wednesday, June 4, 2014**

- 8:30 a.m.-12:30 p.m. **StarCor Simulation and Lean Tools** (Manley, Taylor, Vickery)
- 12:30-1:30 p.m. Lunch
- 1:30-2:30 p.m. **Strategic Lean Transformation: Why Lean Makes Sense for Your Company/Strategic Imperatives for Summer Projects** (Vickery)
- 2:30-4:30 p.m. **Team Assignments and Summer Project Charters** (Manley, Taylor, Vickery)
- 4:30-5:00 p.m. Conclusions and Wrap-Up
MODULE 2: SUMMER PROJECTS

Each company team will work on their lean projects with oversight and guidance by the Demmer Center for Business Transformation staff, faculty and student lean apprentices during the time between the June and August modules.

MODULE 3:
Tuesday, August 19, 2014

8:30-9:30 a.m.  Welcome and Project Charter Overview
9:30 a.m.-12:00 p.m.  Team Project Charter Presentations
12:00-1:00 p.m.  Lunch
1:00-3:30 p.m.  Team Project Charter Presentations
3:30-5:30 p.m.  Golf Scramble
(Forest Akers Golf Course)
5:30-7:00 p.m.  Dinner

Wednesday, August 20, 2014

8:00-9:30 a.m.  Leadership and Change Management: Resistance and Renewal (Devers)
9:30-11:30 a.m.  Panel Discussion: Managing Change in Your Organization to Drive Lean Systems Thinking (Taylor)
11:30 a.m.-12:30 p.m.  Open Forum: Lessons Learned and Mapping Your Lean Business Transformation
12:30-1:30 p.m.  Closing Lunch

Program content is correct at the time of printing, but may be subject to change.

For more information, go to: https://edp.broad.msu.edu/