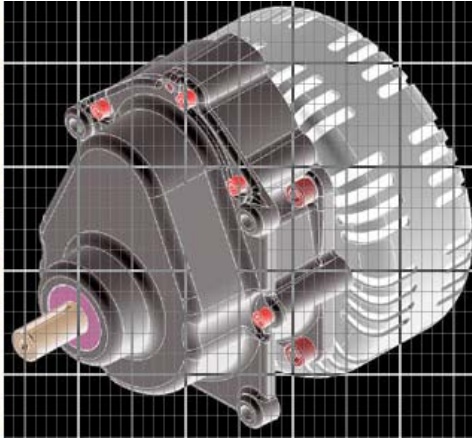




# LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.

LPPDE NORTH AMERICA 2018  
OCTOBER 1-4, 2018 | COLUMBUS, OH



## Aligning Purpose, Process and People

### Join Us at the Lean Product & Process Development Exchange!

The Lean Product & Process Development Exchange has long been the most impressive gathering of lean product and process development practitioners. This year's conference is no different and draws upon the rich examples of innovation taking place in and around Columbus, OH and Ohio State University. To bring focus to this year's theme, we've assembled an impressive lineup of keynote speakers and case study presentations. Keynote speakers include **Billy Taylor**, Goodyear Tire & Rubber Company, **Michael Walton**, Director, Industry Solutions Executive at Microsoft, **Michael Kennedy**, author of *Ready, Set, Dominate: Implement Toyota's Set-Based Learning for Developing Products and Nobody Can Catch You*, and **Karyn Ross**, author of *The Toyota Way to Service Excellence*.

#### Learning

What is it like learning at an LPPDE Conference? Think of it as an incubator! More learning is accomplished during a few days at this conference than in many months of learning on your own. It's the ultimate Gemba Walk, but instead of you visiting and learning from companies across the globe, they come to you! You'll learn from companies actively engaged in their own lean product development journeys. What worked? And just as important, what didn't?

#### Networking

You'll learn a great deal from those on the presentation team, but we often hear that some of the best learning happens in the hallways, over lunch, and during a coffee break. That's because your colleagues, at various stages of learning and in various industries, are looking to meet, connect, and share experiences. This network will prove valuable long after the conference has ended as you stay connected to share ideas, best practices, and even benchmark companies throughout the year.

#### Planning

LPPDE is designed for you to develop strategic plans so that your return to the office is one filled with action. You'll know better who to involve in your plans, what areas might provide quick wins, and what a 1-3 year plan might look like for your company. In the end, you'll be equipped with a formidable competitive advantage. *See you in Columbus!*

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



*Join the Conversation!*

LPPDE North America 2018  
October 1-4, 2018 | Columbus, OH  
[www.lppde.org](http://www.lppde.org)



Insights LPPDE Participant:  
Mats Ramkvist, R&D Manager



"I am the one responsible for challenging our organization to adapt lean innovation thinking. The biggest benefit in attending LPPDE was the good ideas, energy and inspiration to continue my work implementing lean product development locally and globally within our product group.

The Exchange of experiences in lean product development among attendees gave me more courage to take the next step. It was also really interesting to hear that many of the challenges that other companies are facing are the same as my challenges. This provides me with some ease of mind.

The most powerful insight was that lean means continuous learning. It's up to me and my team to learn as much as possible every day.

- Mats Ramkvist



## OPTIONAL PRE-CONFERENCE WORKSHOPS



**Intro & Advanced to Lean Product Development**  
 Göran Gustafsson & Peter Durward Sobek



**How to Start an LPPD Program**  
 Norbert Majerus & Peter Palmér



**The Lean Machine: Lessons from Harley Davidson**  
 Dantar Oosterwal



**Turning Ideas into Successful Products**  
 Matt Albin

## KEYNOTE SPEAKERS



Billy Taylor



Michael Walton



Karyn Ross



Michael Kennedy



Mike Morrison



Ben Cook



## BREAKOUT SESSION CASE STUDIES



## COMPLIMENTARY MINI-WORKSHOPS



**Collaborative Innovation**  
 Aravind Chandrasekaran



**Craft Beer Simulation**  
 Larry Navarre



**Hoshin Kanri**  
 David Munoz Sanchez

## OPTIONAL POST-CONFERENCE TOURS



Marysville, OH

**Tour PLUS Workshop LPD**  
 Peter Palmer, Scania



Akron, OH

**Innovation Center/NASCAR Production Plant**  
 PLUS  
**Workshop on Knowledge Management**



Mentor, OH

- and -



Akron, OH

**Host Workshops on Managing Lean Processes**



Columbus, OH

**Workshops on Lean Management Systems and Scheduling**

## CONFERENCE HOTEL

### The Blackwell Inn and Pfahl Conference Center

2110 Tuttle Park Place  
 Columbus, Ohio 43210  
 Phone: 614-247-4000  
 Toll Free: 866-247-4003



### LPPDE Room Rate: \$152

This year's LPPDE North America 2018 will be located at the Blackwell Inn. The Blackwell is Ohio State's premier conference venue, located at the center of the university campus. We have negotiated an LPPDE room rate at \$152. Other nearby hotels, having shuttle service to the conference center, include: Holiday Inn Express & Suites Columbus University Area, Hilton Garden Inn, Staybridge Suites OSU, and Marriott Columbus University Area.

## REGISTRATION INFORMATION

### STANDARD REGISTRATION FEE FOR 2-DAY CONFERENCE:



### Main 2-Day Conference: \$1795

Half-day Pre-Conference Workshops: \$395  
 Full-day Pre-Conference Workshops: \$795  
 Full-day Post-Conference Company Tours: \$795

**TEAM DISCOUNTS:** Groups of 5 or more save 10% per person off of the standard 2-day conference rate. Use **Discount Code "groupate"** for conference. Groups of 10 or more are eligible for a special "Concierge Service" in addition to the 10% discount. Contact us with questions on large groups.

E

**LPPDE – E stands for EXCHANGE**

- An exchange of ideas, best practices, challenges, questions, and answers.

**Participate in the exchange**

- Meet the board members.
- Interact with speakers.
- Learn from your peers.
- Share your story.
- Build your network.



Monday, October 1, 2018: Pre-Conference Workshops		LPPDE North America 2018, Columbus		
08:30-	Registration			
09:00-	<b>Göran Gustafsson and Durward Sobek</b> , Chalmers University of Technology and Montana State University - <i>Introduction to Lean Product Dev</i>	<b>Norbert Majerus and Peter Palmér</b> , LPPDE – How to Start an LPPD Program	<b>Dantar Oosterwal</b> , Develop Lean – <i>The Lean Machine</i>	
12:30-	Lunch			
13:30-17:00	<b>Göran Gustafsson and Durward Sobek</b> , Chalmers University of Technology and Montana State University – <i>Advanced Lean Product Development</i>	continued	<b>Matt Albin and Annie Mabry</b> , AMWAY Corporation – <i>Turning ideas into successful products</i>	
Tuesday, October 2, 2018: Conference Day 1				
07:30-	Registration			
08:00-	Welcome by <b>Norbert Majerus</b> (conference chair) and <b>Peter Palmér</b> (chair of LPPDE)			
08:05-	<b>Keynote: Billy Taylor</b> , Goodyear – <i>The People Side of Lean</i>			
09:00-	<b>Keynote: Michael Walton</b> , Microsoft – <i>IoT Enabling Lean Product Innovation</i>			
10:00-	Networking Break			
10:30-	<b>Joe Murli</b> , The Murli Group	<b>Ovi Contrás</b> – Bombardier Aerospace – <i>Navigating the Lean Transformation</i>		
11:30-	<b>Myrna Flores</b> , LAA / EPFL – <i>Discovering Best Practices and Trends in Lean Product Development</i>	<b>Bill Hathaway</b> , MoreSteam – <i>Agile Process Design: Simple Methods for Better Results</i>		
12:30-	Networking Lunch			
14:00-	<b>Keynote: Michael Kennedy</b> , Targeted Convergence – <i>22 Years Later, we still can't match Toyota's PD excellence – WHY?</i>			
15:00-	<b>Mike Lafleur</b> , Ask Listen LLC – <i>Determining Customer Needs</i>	<b>Bret Richmond</b> , Synapse Product Development, The V-Model as Focal Point of Flexible Product Development		
15:45-	Networking Break			
16:15-	<b>JD Cunningham and Kenneth Bonenberger</b> , STERIS – <i>Kaizen Event-Based New Product Development</i>	<b>Joachim Knuf</b> , Organizational Learning Systems Inc – <i>Standardization &amp; Framing: Lean Thinking in Develop. Teams</i>		
17:00-18:30	<b>Industry – Academia</b> Facilitated question and dialogue session between corporate R&D leaders and college professors – <i>"Where is lean product development going and how is it supported by leading academic institutions?"</i>			
19:00-	Networking Buffet			
Wednesday, October 3, 2018: Conference Day 2				
08:00-08:10	Reflection – Opening by <b>Norbert Majerus</b> (conference chair)			
08:10-09:00	<b>Keynote: Karyn Ross</b> , Karyn Ross Consulting – <i>Invention is the Mother of Necessity: Creating the Services of the Future</i>			
09:10-10:00	<b>Keynote: Mike Morrison</b> , The Leadership Workshop – <i>Rethinking "People" in Lean Product &amp; Process Development</i>			
10:30-	Networking Break			
10:45-11:35	<b>Billy Ingram</b> , Interface – <i>Increase the Pace of Innovation with Stakeholder Engagement</i>	<b>Bella Englebach</b> , Johnson and Johnson – <i>Get to the Point: Overcoming Cognitive Bias in Evaluating Options in LPD</i>		
11:45-12:35	<b>Calvin Smith</b> , Wipro Digital – <i>Industry 4.0, IoT, and Innovation – Closing the Loop with Digital Twin</i>	<b>Manoel Santos</b> , Embraer – <i>Embraer Case Study</i>		
12:45-13:45	Networking Lunch			
13:45-	<b>Keynote: Ben Cook</b> , Performance Instruction & Training (PIT) – <i>Pitcrew Fast Innovation</i>			
13:00-17:00 Mini-WS	<b>Aravind Chandrasekaran</b> , Max M. Fisher College of Business, The Ohio State University – <i>Collaborative Innovation</i>	<b>Larry Navarre</b> , Kettering University – <i>Craft Beer Simulation</i>	<b>David Munoz Sanchez</b> , Airbus – <i>Hoshin Kanri</i>	
Thursday, October 4, 2018: Post-Conference Tours with workshops				
09:00-16:30	<b>Children's Hospital</b> – Akron, OH is a leader in Operational Excellence and Innovation <ul style="list-style-type: none"> <li>Visit – Tiered huddles</li> <li>Presentation: TBA</li> </ul> <b>STERIS</b> – Mentor, OH – Is a leader in medical equipment design and manufacture and uses lean practices in product development and manufacturing <ul style="list-style-type: none"> <li>Workshop: at Steris – Chris Temple, STERIS</li> <li>Workshop: Manging Lean Processes – Terry Barnhart, Sandoz and LPPDE</li> </ul>	<b>Goodyear</b> – Akron, OH – One of the pioneers of using lean in the Innovation Creation Process <ul style="list-style-type: none"> <li>Visit – Innovation Operation Management Center</li> <li>Visit – NASCAR Tire plant</li> <li>Visit: Hoshin Kanri room</li> <li>Workshop: Knowledge Management at Goodyear, Goodyear</li> <li>Workshop – Knowledge Management – Bob Melvin, Teledyne Benthos and LPPDE and Ron Marsiglio, Knowledge / PD and LPPDE</li> </ul>	<b>Honda R&amp;D Americas</b> – Marysville, OH, site of the Honda plant and the R&D Center for the N/A R&D Center Theme: Visual Management <ul style="list-style-type: none"> <li>Plant visit - Marysville Auto Plant</li> <li>Honda Presentation: TBA</li> <li>Workshop: Lean management systems and scheduling – Suzanne van Egmond, Phillips and LPPDE</li> </ul>	<b>Nationwide</b> – Columbus OH has agile across the board for software development and improvement projects <ul style="list-style-type: none"> <li>Visit: Agile teams at Nationwide</li> <li>Workshop: Agile in a mixed environment</li> <li>Workshop: Scrum for software and hardware - TBA</li> </ul>