



# LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.



*Join the Knowledge Exchange! –*

*Exclusive workshops with Norbert Majerus*

**Workshop January 24; Lean-Driven Start-up Innovation**  
**Workshop January 25: 1,500 New Products Every Year –**  
**On Time and On Target**



## Venue

**Chalmers Conference Centre**  
**Chalmersplatsen 1**  
**Gothenburg**  
**Sweden**



*With very short notice we have been able to attract one of the authorities in the field of Lean Product Development.*

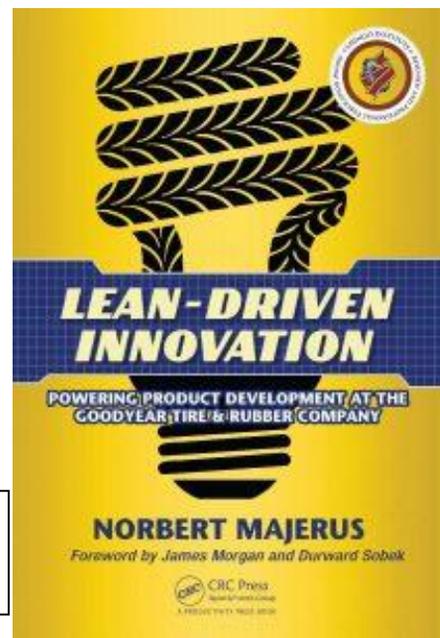
Two different workshops are presented by the Shingo-award winning author of "Lean-Driven Innovation", Norbert Majerus. Norbert will uncover some of the secrets of his experience implementing a principles-based lean product development process at the three Global Innovation Centers of The Goodyear Tire & Rubber Company. For more than a decade he was Goodyear's lean champion in research and development.

REGISTRATION FEE:

**One workshop day: 500 USD**

**Two workshop days: 800 USD**

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





# LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.

## Lean-Driven Start-up Innovation

### WORKSHOP — FULL DAY

#### Abstract

This workshop teaches the principles of lean startups within a company, using simulations, interactions, and examples. It applies to all businesses and services that want to become more innovative.

#### Description

Although lean has found widespread application in manufacturing and services, there have been very few sustained implementations in R&D — and even less in the innovation creation process. Lean startup thinking has energized some areas of application (e.g., software development), but manufacturing innovation has yet to fully embrace lean principles.

The resistance to lean and innovation is unfortunate: the benefits of applying lean principles to innovation or R&D — even at the fuzzy front end of the innovation cycle — can be much higher than what has been accomplished in traditional applications, such as manufacturing and services. Benefits include greater agility, more successful new products, better delivery, and much faster speed to market.

#### This workshop focuses on the following topics:

- Why innovation is important in all industries, services, and processes
- The lean principles that take an idea to a successful product
- Examples and case studies of successful implementations
- Key tools and features:
  - o Quick learning cycles (agile, scrum)
  - o Minimum viable products
  - o Fail fast and often to succeed quickly
- How to engage people in a lean transformation
- Innovation and product development subjects, including understanding customer value, collaboration, critical questions, quick learning cycles, minimum viable products, concurrent development, agile, and scrum
- Coaching participants through the creation of a virtual new product by using a sprint cycle (my version of a hackathon)

#### By attending this workshop, what will attendees be able to do upon returning to work on Monday?

- Apply lean thinking to their innovation creation process
- Develop a roadmap to allow everybody to be successful at efficiently creating innovative products, services and processes
- How to engage the people in the transformation and the new process

#### Who should attend this session:

- Leaders, managers, and practitioners in R&D organizations
- People engaged in non-manufacturing processes (banks, insurances, healthcare, etc.)

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# LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.

## 1,500 New Products Every Year – On Time and On Target

WORKSHOP — 8:00-16:00

### Abstract

This workshop teaches the principles that help the Goodyear Tire & Rubber Co. launch 1,500 new products every year, on time and on target. The content is based on the book *Lean-Driven Innovation*.

### Description

The workshop describes how Goodyear develops and launches more than 1,500 new products every year. After applying lean principles, product development on-time performance increased to over 90%; development times were reduced by 75%; and throughput increased by a factor of 3X.

The workshop teaches the foundational lean principles through hands-on exercises and real-life examples, and follows the implementation roadmap that Goodyear used in its Global Innovation Centers.

### The workshop focuses on the following topics:

- How to launch 1,500 new products every year, on time and on target (Goodyear Model)
- Lean principles to speed up the product development process by 70%
- How to engage the people who do the work in the lean transformation
- The principles to increase efficiency by a factor of 3X
- Examples and best practices of the Goodyear process
- A roadmap for implementing lean processes in any organization
- Lean product development tools, including value-stream mapping, knowledge management, lean project management, flow analysis and management, cadence, visual planning and visual management, pull, kanbans, and continuous improvement

### By attending this workshop, what will attendees be able to do upon returning to work on Monday?

- Apply lean thinking to their own product development process
- Develop a roadmap that guides and grows lean product development in their own organizations
- Engage the people in the transformation and the new process

### Level of appropriate lean experience for workshop participants:

- Intermediate (3 to 5 years)
- Advanced (6+ years)

### Who should attend this session:

- Leaders, managers, and practitioners in research and development (R&D) organizations
- People engaged in an R&D process

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



# LEAN PRODUCT & PROCESS DEVELOPMENT EXCHANGE INC.



Moderators of the conference, who will lead a reflection session after each workshop are:



Håkan Swan  
Ivover AB



Göran Gustafsson  
Chalmers University of Technology

Norbert Majerus is a very experienced Lean Product Development practitioner, as well as a very pedagogical teacher. He has the ability to convey his knowledge through high energy, interactive workshops is amazing.



Peter Palmér, Chairman of the Board LPPDE

The Lean Product and Process Development Exchange, Inc. is a nonprofit organization created to foster opportunities to grow and share the knowledge, expertise and experiences that help organizations use lean product development to dramatically improve product development performance.

## Upcoming conferences:

- LPPDE Europe 2019 Malmö – *Success Is Assured* – June 11-14
- LPPDE North America 2019 Jekyll Island, GA – *Increasing the speed of Product Development* – October 21-24