

# LEAN ENTERPRISE LEADERSHIP



*Creating the vision, developing the plan, harnessing motivation, and leading cultural change in a high performance, Lean Enterprise*

The  
**HAYES GROUP**  
INTERNATIONAL, INC.

## **BENEFITS OF THIS WORKSHOP**

Many organizations have initiated Lean in recent years, but with widely varying degrees of success. The difficult and challenging parts of successful Lean implementation are 20% “technical” – mastering the basic tools of lean – and 80% “social” – the effective leadership that transforms the culture and values of an organizations and its people. Culture, values, and metrics need to be consistent to achieve Lean. Gain new perspectives of how to:

- Create the Plan for Lean transformation – align business strategy with Lean tactics.
- Measure and harness employee motivation – use “3B Analysis” to create “flow” in your Lean enterprise employees.
- Overcome resistance to Lean by blending motivational and business strategies.
- Drive organizational changes imperative for Lean to impact your business goals.
- Master the use of The Hayes Checklist for successful Lean implementation

*“While Chief Executives in organizations failing to get started on a Lean transformation often tell us that the problem is a lack of good candidates to take on the challenge [of lean], we generally find instead that it’s reluctance to bring in executives who will introduce truly fundamental change.”* From James P. Womack and Daniel T. Jones, Lean Thinking

*“Motivation is the spark that ignites performance in human endeavor from love to sports to business to art to religion and more. Yet few people understand the dynamics of the one to the other.”* From Thad Green and Merwyn Hayes, The Belief System

## MEET THE WORKSHOP LEADERS

### **DILLON ROBERTSON** **Winston-Salem, NC**



Dillon is a Senior Consultant with the The Hayes Group, specializing in Lean transformation. He is a certified Master Black Belt – Lean. Most recently, he provided consulting, training, and material development for Black Belt candidates as part of Tyco Electronics’ global Six Sigma Performance Excellence organization. At Tyco Electronics and AMP, Inc., he also managed the functions of Quality Systems, Business Excellence, Value-Adding Management (Lean), and Training and Development. The roles involved extensive assignments in Europe and Asia as well as in the U.S. He led teams and trained others to create process improvement and cost savings using problem-solving, process engineering, and quality tools. In the three years with the Six Sigma - Lean effort, the company achieved one billion dollars in combined cost savings and free cash generation.

### **RAY GUTIERREZ** **El Paso, TX and Juárez, MX**



Ray is a Senior Consultant with The Hayes Group International where he concentrates on Lean Manufacturing consulting and training. He previously served as Corporate Engineering Manager for Farah Manufacturing Company a garment manufacturer that at its height employed almost 10,000 employees; as Director of Engineering for the world’s largest custom boot manufacturer, Tony Lama Company; and as Production Engineering Manager and later as Lean Manufacturing Change Agent for ELCOM Inc. a division of Yazaki Corp. He studied lean manufacturing in Japan and later in the US, under one of the more distinguished “lean” gurus in the world. He has conducted lean training in the US and Mexico using his bilingual ability (English / Spanish) to ensure the message is properly conveyed and understood.

## ABOUT THE HAYES GROUP INTERNATIONAL

The Hayes Group International is a full-service consulting company. The Hayes Group has been in business for 31 years serving over 1400 clients around the world. The Hayes Group provides the highest quality of services, designed specifically to help organizations achieve goals and maximize competitive advantage.

# LEAN ENTERPRISE LEADERSHIP

(Registration and sign-in begin at 7:30 AM. The workshop begins at 8:00 AM and concludes at 4:00 PM.)

**FEE:** \$400 per person. *(Fee includes workshop materials, continental breakfast, and lunch.)*

**Name:**

**Title:**

**Company:**

**Address:**

**Telephone:**

**E-Mail:**

**Send Invoice To: (Name, Title, Address, E-mail)**

**To register do one of the following:**

- **Call Bob Poole at (336) 765-6764 at The Hayes Group**
- **Print this registration page and fill out, and FAX to Bob Poole at (336) 765-7781**
- **Print this registration page and fill out, scan and email to [bob@thehayesgroupintl.com](mailto:bob@thehayesgroupintl.com).**

***Cancellation Policy:** If your registration is cancelled within three weeks of the workshop, you will be invoiced a \$100 cancellation fee. If cancellation is within two weeks, no refund allowed, but may attend another workshop within one year of cancellation.*