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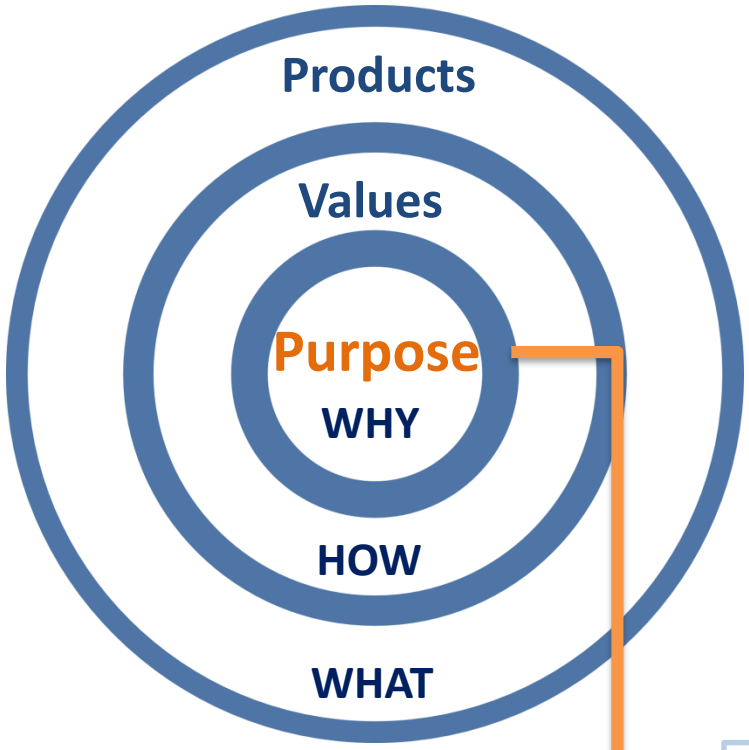
The (Value) Creation by Lean

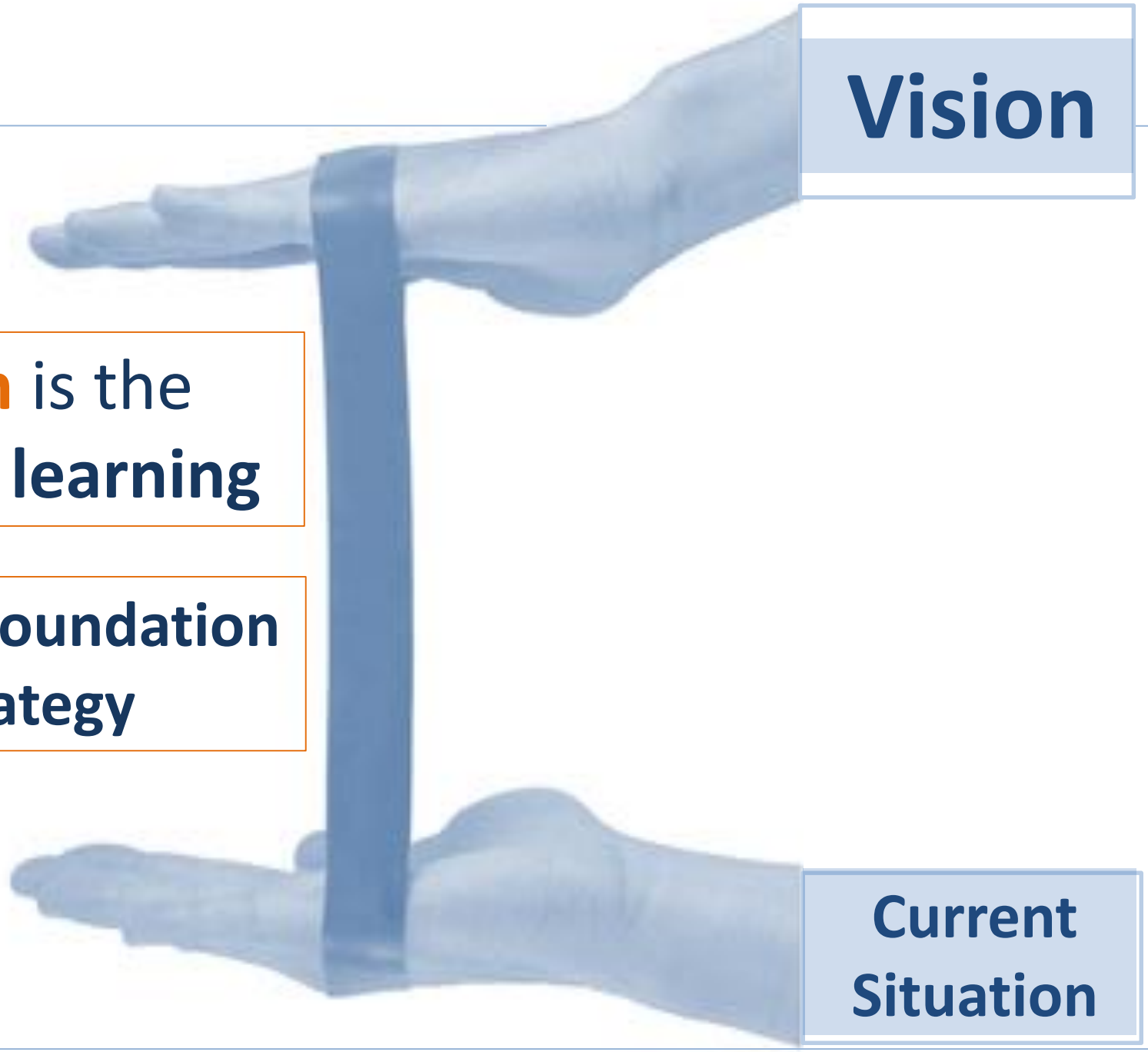
Using LPPD to improve our customers (and ourselves)



To create value through LPPD thinking and practice

Creation = Scientific thinking

The aim of a Lean Product & Process Development (**LPPD**) **strategy is to learn to solve the right problem** and avoid wasteful solutions.

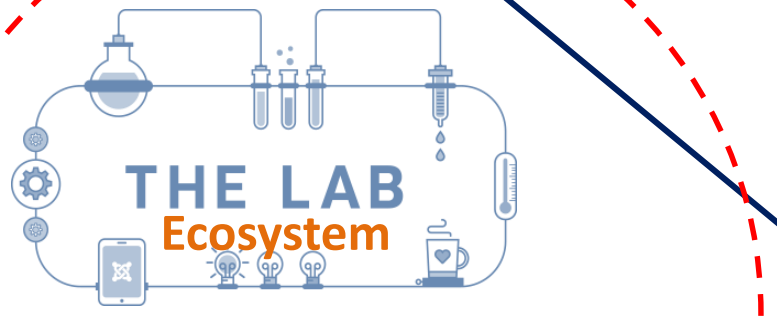


Vision

Tension is the **source of learning**

Gap is the **foundation of Strategy**

Current Situation



Study & Exploration
Front Loading the risks

Concept Freeze

Manuf. NPI

Market Launch

Product Development
Agile-Scrum

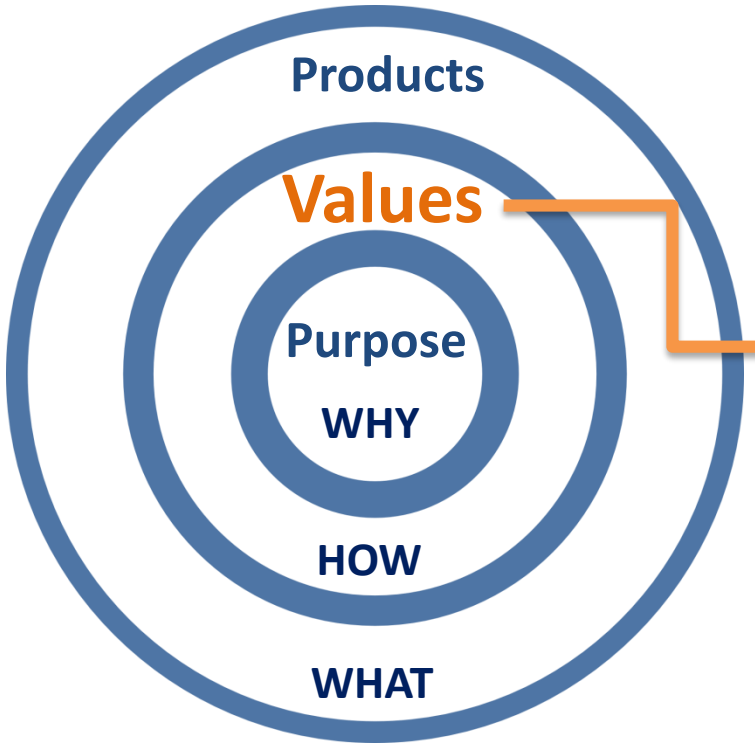
TPS

Down-Stream
After Sales Services

Development

Production

The ILE Engagement Case Study



The LPPD strategy is to transform **information** & queries into **knowledge**.

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Which problems are we trying to solve?

Case Study # 1:
Global Digital Printing

Product & Service Delays

Robust Product Development

amazon web services

Digital Mobility

Mass-Customization

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Which problems are we trying to solve?

Case Study # 2:
Banking

Complex Financial Ecosystem

Technological disruption
Digitalization, Block-Chain, Bitcoins

The new financial Order
Regulation

Digital Transformation

Design industry disruptive
value proposition

The VCA Obeya

Marketing & Management

VCA

Value Proposition

Strategic Portfolio Planning

Analysis

Vintage Chart

Feasible

Portfolio

Program

Section

Workgroup

Cascading

Catch ball

VCA

R&D Reps.

Program Planning

Hoshin - A3 Tree

Cluster Scoping

Program plan

Planning Review

SM

Functional management.

Work Allocation

WG adjustment & designation

Allocated work

WTs & Headcount

Planning Review

Workgroup (Team)

WG Planning

WT Annual Plan

WT Short Term Plan – 2M

WT Sprint Plan – 2w

WGs Feedback

Planning Process

Letter from the **CEO**

… Over this past year of working development, we have been guided by a spirit of full-accountability and considerations of how we can do better, rather than finger-pointing or blaming…. Exciting tasks are waiting for us in so many areas, and we are challenged to consistently do it all at the highest levels and at the same time. **The focus on and implementation of LPPD is palpable and encouraging.**

…We have wide experience, an outstanding mix of new people and veterans in ongoing and ground-breaking roles, a strong balance between innovation and risk taking, and capabilities for both planning and implementation. **It is also clear that given our size and complexity, communication and teamwork are the keys to our success.**

We all have specific goals, but to succeed as a business we need to make ensure that we strive to achieve common goals, work in teams, move fast and share joint accountability. These are at **the core of LPPD and we must embrace this mindset everywhere.**

Personal accountability, founder mentality and close teamwork are our guideposts. The ability to really listen to others with different experience and focus is a virtue, as are humility and the curiosity necessary to learn, grow and build. **None of us knows it all and we are better** [learning] **as a team than as individuals**…

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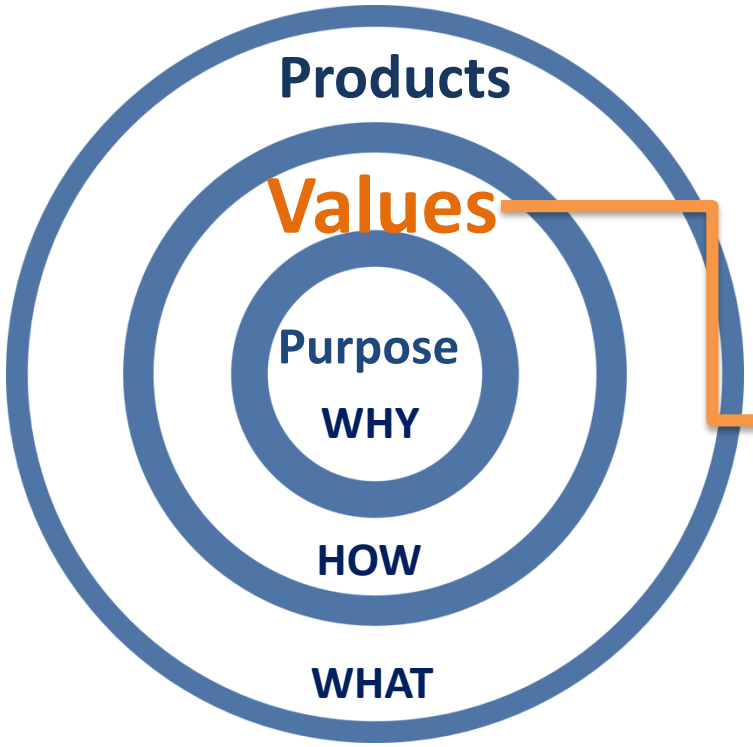
The Lean Thinkers Kaizen challenge

What should be the common language and working procedure of Lean thinkers around the globe?

The creation of Lean New Global Architecture (LNGA)



Design a new Lean standard as a platform to be used for communication and working protocols:
LNGA – Lean New Global Architecture

Learning by DOING

The Wisdom of the Crowd

How should the **LPPD** multi-skilled teams operate and align to deploy reusable knowledge?

The Platform

The **L**ean **N**ew **G**lobal **A**rchitecture (**LNGA**)
designers meeting place

THE LAB
Ecosystem

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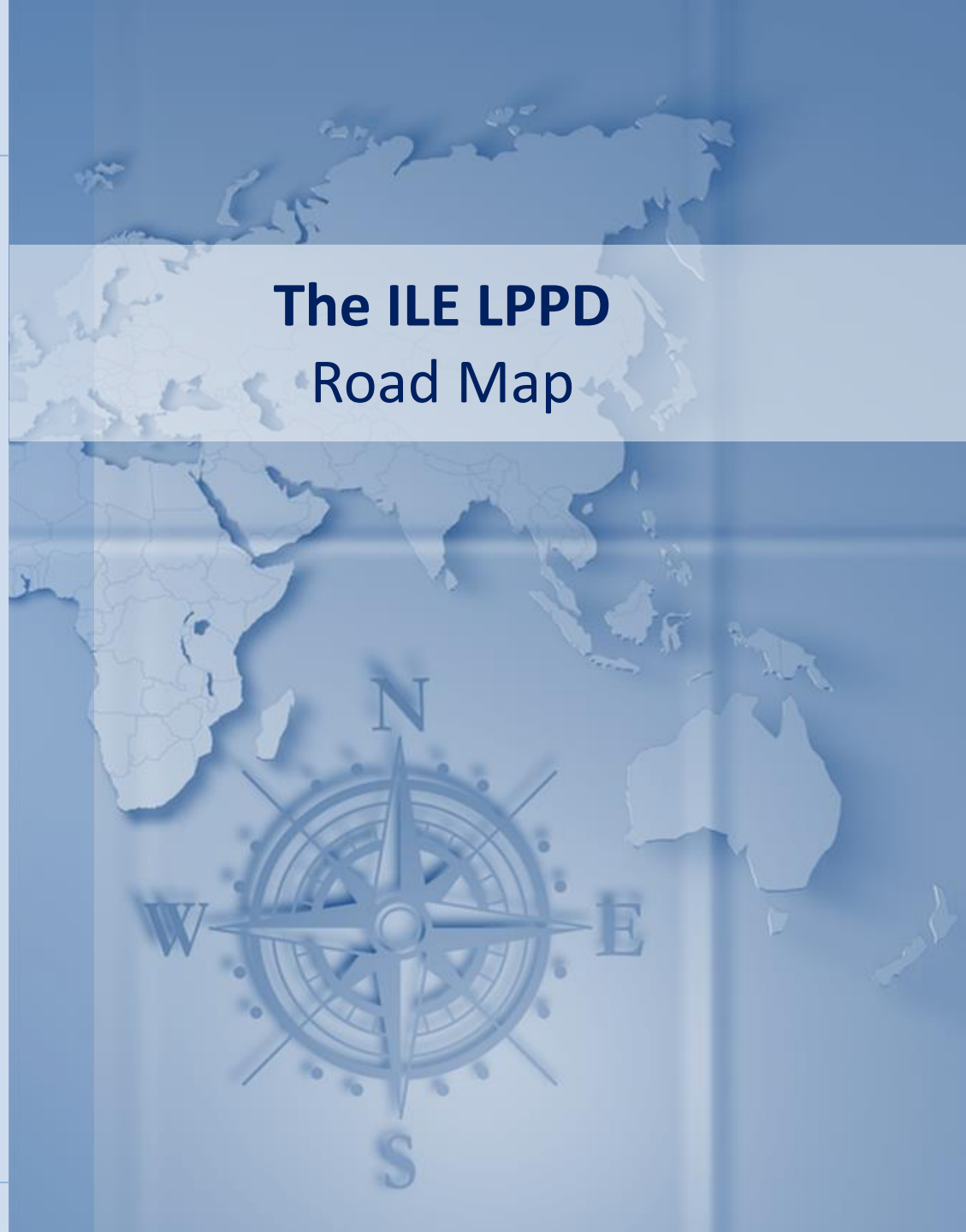
The **V**alue **C**reation **A**rchitect **(VCA / ESD),** Toyota **"Chief Engineer":**
Guiding & Leading the LPPD endeavor

The VCA system is the **heart** of the Lean Product & Process Development **(LPPD)** Design Thinking (similar to Toyota Chief Engineer).



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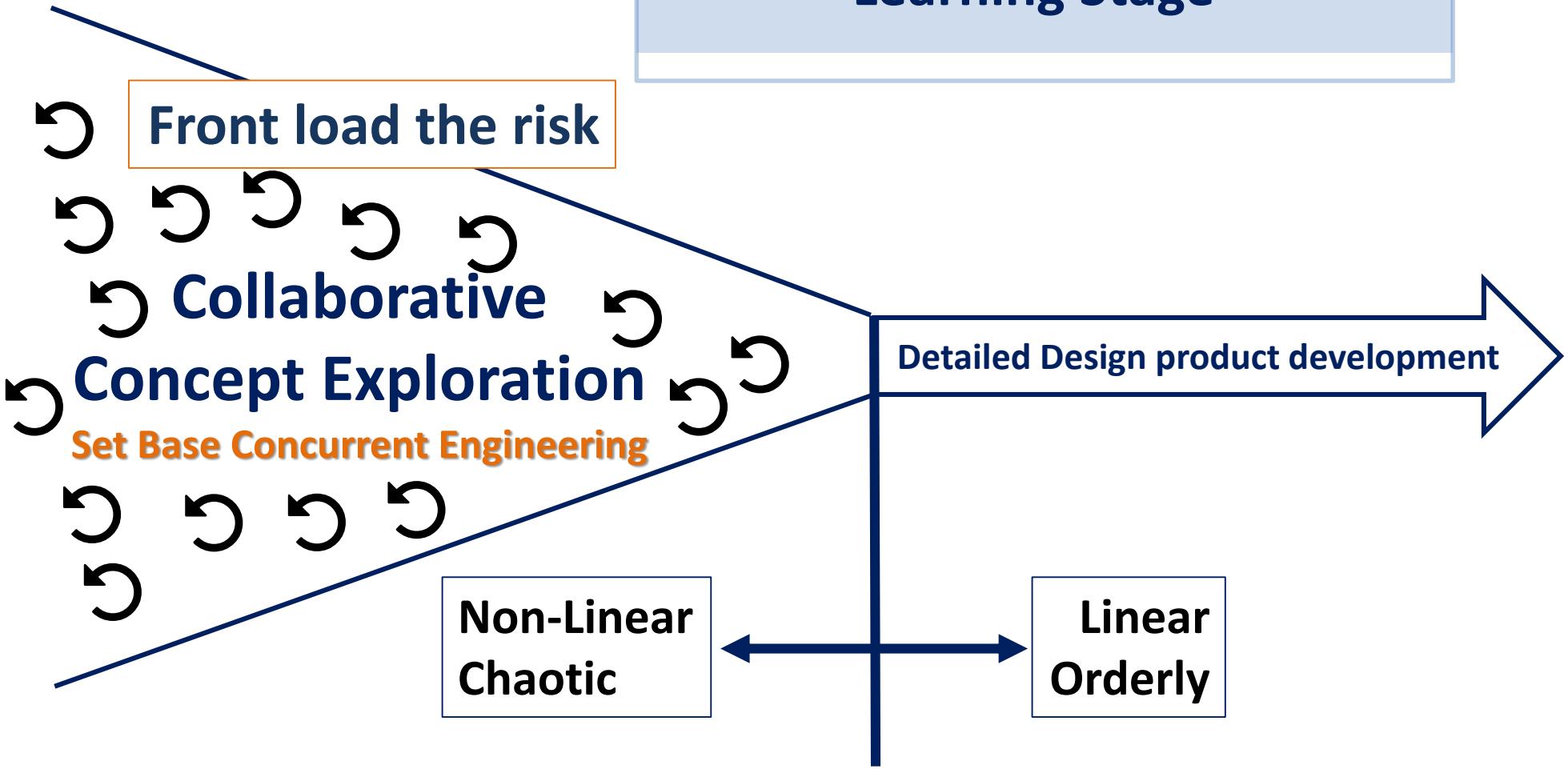
The VCA Leadership system:

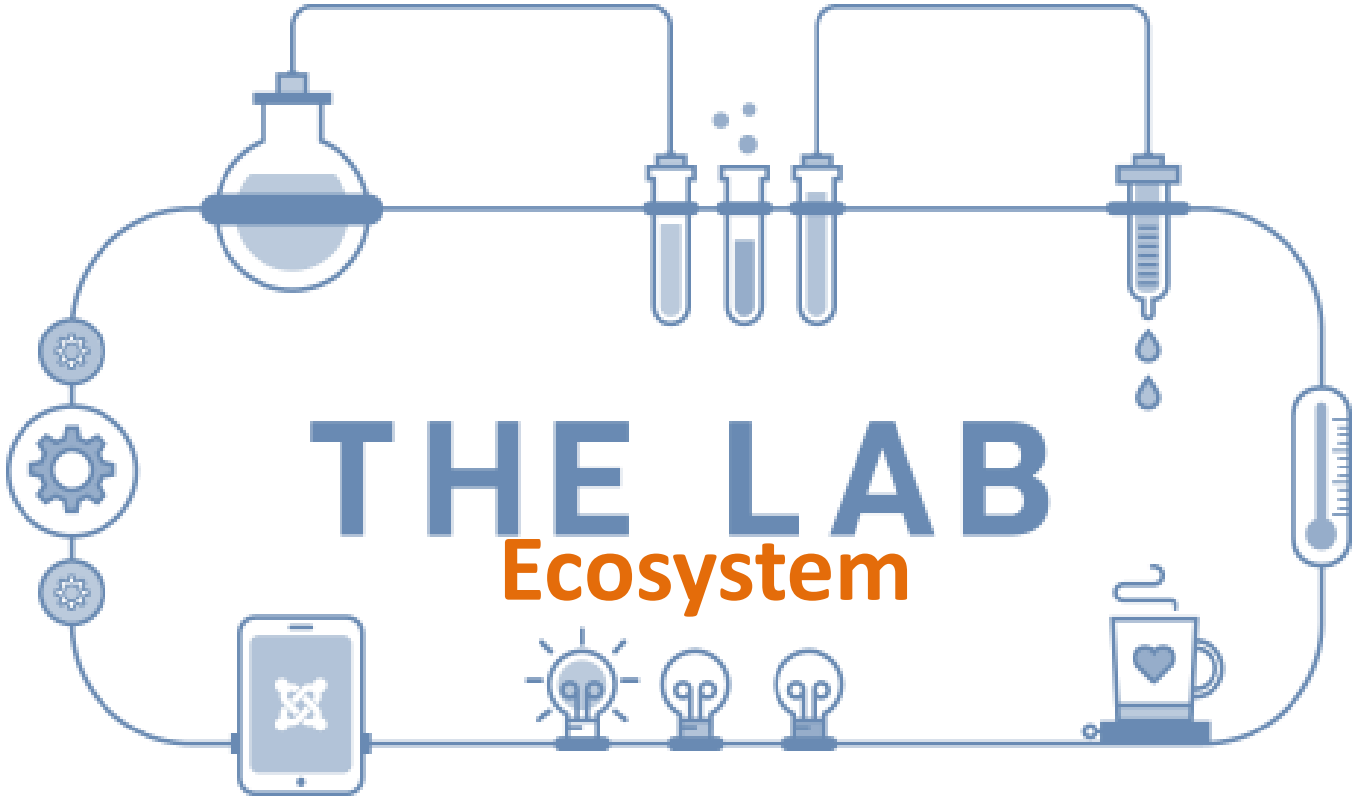
a global experimental laboratory

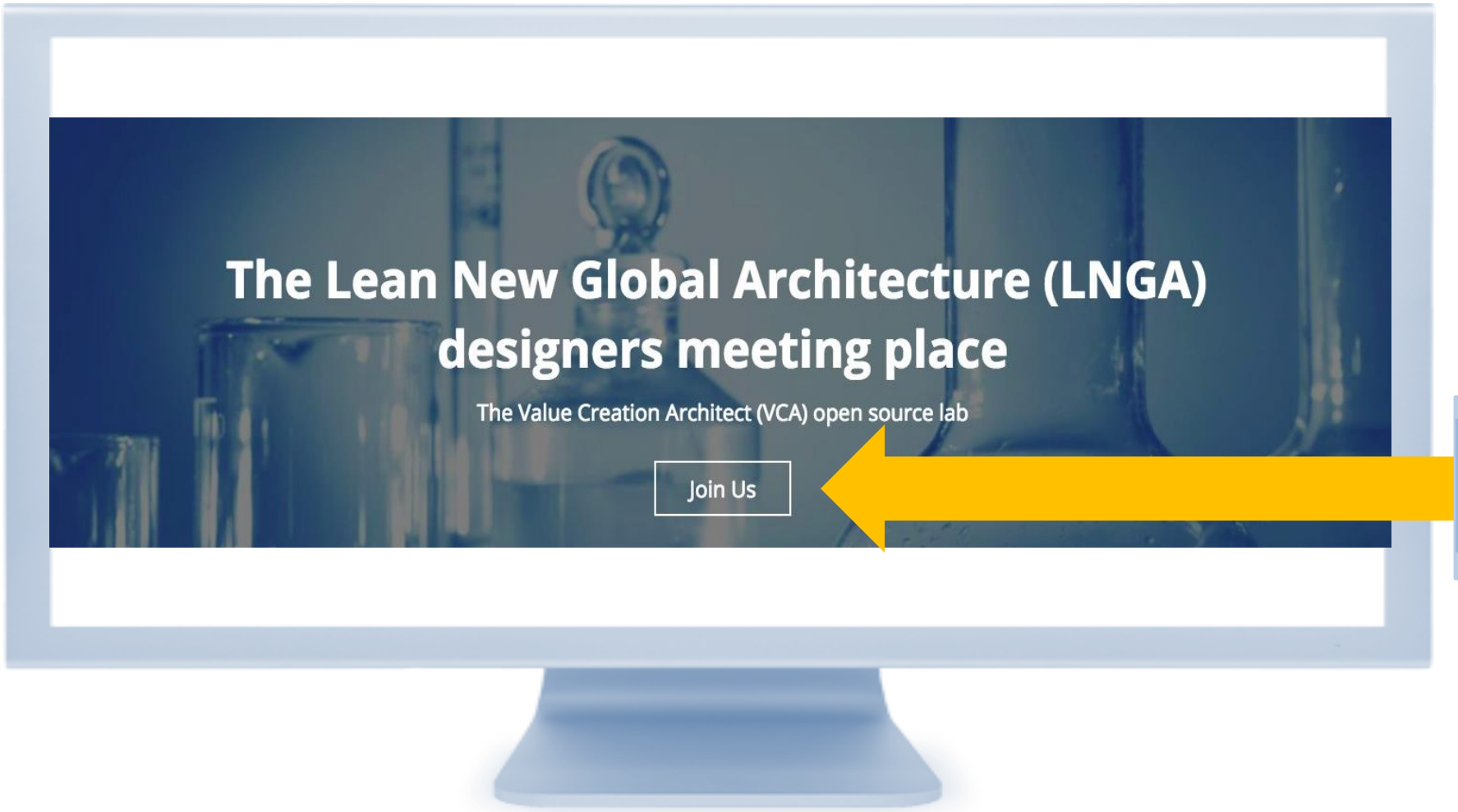
inclusive and open to all who wish to participate, initiate, and develop learning.

Setting the Global Lean Community Collaborated **Learning Stage**



Inclusive Open Source




The Lean New Global Architecture (LNGA)
designers meeting place
The Value Creation Architect (VCA) open source lab
Join Us

join us!

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Pull out your smartphone, take a picture of the LNGA Lab URL and join us!

Thank You!

Dr. Boaz Tamir

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