

Mastering Lean Product Development A Practical Event Driven Process For Maximizing Speed Profits And Quality

This book is an essential guide or foundational toolkit for anyone who is involved in the process of developing, offering or selling any type of product or service. Based on how to surf on the waves of innovation and the principle of "form follows function" (System Architecture), it introduces and connects concepts like Market Understanding, Design Thinking, Design to Value, Modularization and Agility. It introduces readers to the essence of these main frameworks and provides a toolkit that explains both theoretically and practically when and how to utilize which one. The methods and processes described in this book have all been successfully tested in many industries. They apply in today's market context of high uncertainty, complexity and turbulence, where innovation and disruption are essential. Readers will find answers to two fundamental questions: How can we implement an innovation process and environment that are conducive to successful product design? And, if our products fail to appeal to customers, how can we achieve a major turn-around with regard to product development? A wealth of examples and case studies help readers to benefit from the authors' broad professional experience. Further, lessons learned and conceptual summaries provide valuable shortcuts to the methods and tools discussed. For today's CEOs, enabling innovation is one of THE most complex leadership tasks. But innovation is not about theory and nice buzzwords. It's about succeeding in the real world. This 'hands-on' book connects the dots and introduces the reader to some of the most relevant ideas and pragmatic concepts fitting today's business reality. Dr. Robert Neuhauser, Executive VP and Global Head People and Leadership Development, Siemens At the most fundamental level this book brings order to chaos. It sets different and highly relevant design approaches into a complementary picture, rather than presenting them as competing ways of solving the same problem. Product designers, managers, consultants, scholars and students will surely have this valuable book within reach on a daily basis. Olivier L. de Weck, Ph.D - MIT Professor of Aeronautics and Astronautics and Engineering Systems, Editor-in-Chief Systems Engineering Describes ways to incorporate domain modeling into software development. Lean Process Creation teaches the specific frames—the 6CON model—to look through to properly design any new process while optimizing the value-creating resources. The framing is applicable to create any process that involves people, technology, or equipment—whether the application is in manufacturing, healthcare, services, retail, or other industries. If you have a process, this approach will help. The result is 30% to 50% improvement in first-time quality, customer lead time, capital efficiency, labor productivity, and floorspace that could add up to millions of dollars saved per year. More important, it will increase both employee and customer satisfaction. The book details a case study from a manufacturing standpoint, starting with a tangible example to reinforce the 6CON model. This is the first book written from this viewpoint—connecting a realistic transformation with the detailed technical challenges, as well as the engagement of the stakeholders, each with their own bias. Key points and must-do actions are sprinkled throughout the case study to reinforce learning from the specific to the general. In this study, an empowered working team is charged with developing a new production line for a critical new product. As the story unfolds, they create an improved process that saves \$5.6 million (10x payback on upfront resource investment) over the short life cycle of the product, as well as other measurable benefits in quality, ergonomics, and delivery. To an even greater benefit, they establish a new way of working that can be applied to all future process creation activities. Some organizations have tried their version of Lean process design following a formula or cookie-cutter approach. But true Lean process design goes well beyond forcing concepts and slogans into every situation. It is purposeful, scientific, and adaptable

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because every situation starts with a unique current state. In addition, Lean process design must include both the technical and social aspects, as they are essential to sustaining and improving any system. Observing the recurring problem of reworking processes that were newly launched brought the authors to the conclusion that a practical book focused on introducing the critical frames of Lean process creation was needed. This book enables readers to consider the details within each frame that must be addressed to create a Lean process. No slogans, no absolutes. Real thinking is required. This type of thinking is best learned from an example, so the authors provide this case study to demonstrate the thinking that should be applied to any process. High volume or low, simple or complex mix, manufacturing or service/transactional—the framing and thinking works. Along with the thinking, readers are enabled to derive their own future states. This is demonstrated in the story that surrounds the case study.

As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is needed. In *Project to Product*, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework—a new way of seeing, measuring, and managing software delivery. The Flow Framework will enable your company's evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you're driving your organization's transformation at any level, this is the book for you.

“Our job as Scrum professionals is to continually improve our ability to use Scrum to deliver products and services that help customers achieve valuable outcomes. This book will help you to improve your ability to apply Scrum.” —From the Foreword by Ken Schwaber, co-author of *Scrum Mastering Professional Scrum* is for anyone who wants to deliver increased value by using Scrum more effectively. Leading Scrum practitioners Stephanie Ockerman and Simon Reindl draw on years of Scrum training and coaching to help you return to first principles and apply Scrum with the professionalism required to achieve its transformative potential. The authors aim to help you focus on proven Scrum approaches for improving quality, getting and using fast feedback, and becoming more adaptable, instead of “going through the motions” and settling for only modest improvements. Whether you're a Scrum Master, Development Team member, or Product Owner, you'll find practical advice for facing challenges with transparency and courage, overcoming a wide array of common challenges, and continually improving your Scrum practice. Realistically assess your current Scrum practice, and identify areas for improvement Recognize what a great Scrum Team looks like and get there Focus on “Done”—not “sort-of-Done” or “almost-Done” Measure and optimize the value delivered by every Product Increment Improve the way you plan, develop, and grow Clear away wider organizational impediments to agility and professionalism Overcome common misconceptions that stand in the way of progress Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

Highly recommended! A straightforward and easy-to-understand book offering practical advice on how to best minimize costs and maximize performance in project management by applying the concepts of Lean Thinking to real project and product development work situations. A must-read for anyone wanting to achieve both efficiency and high standards of excellence.

Introduces the concept of the Project Driven Enterprise and describes in detail how to create a lean product development process.

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development

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research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people

Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products

Explaining how to use Lean principles to drive innovation and strategic portfolio planning, *The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers* outlines simple, yet powerful, visual Lean tools that can enhance idea generation and product development. It starts with a discussion of Lean principles and then identifies the applicable portions of Lean that can drive customer value. The book discusses customer value in the form of the benefits your customers desire. It walks you through the processes of using Lean techniques to effectively evaluate the quality of any prospective marketing opportunity and includes examples from a variety of industries, including healthcare. The text discusses value creation, reduction of waste, entrepreneurial system designer, set-based concurrent engineering, and Lean project management. It also includes numerous examples of visual management tools as they apply to innovation to help you develop the understanding required to achieve a competitive advantage for your brand, division, or company through Lean.

The book explains how to emerge and grow as a supply chain leader and details supply chain and procurement processes and operational activities in real-work scenarios across multiple supply chain verticals. The book defines what an entry-level supply chain professional must do to excel in various types of supply chain verticals such as IT, electronics manufacturing, pharmaceutical, retail, and consumer goods. Apart from helping professionals understand vertical specific nuances, this book helps them to set both short-term goals for annual performance review and longer-term career planning. In addition, for a mid- or senior-level supply chain professional, the book offers ideas on ways to launch initiatives and demonstrate leadership to foster career growth. It offers ideas about unlocking new values for the organization and creating a data-driven decision support platform to gain financial efficiency for better management of CapEx and OpEx spend, thus improving the bottom line. The book includes a tool kit which includes operational data models, financial models, and presentation templates for creating and socializing proposals intended for cross-functional teams and demonstrating supply chain leadership. The book is divided into four major parts. In Part I, the book starts with an overview of key concepts in a manufacturing supply chain and procurement organization. It describes current forms of modern global supply chain and corporate procurement organizations. The objective of Part II is to provide a framework for a self-directed supply chain manager to understand how a large organization evaluates the contribution of supply chain managers and where it expects them to create value. To foster career growth as a supply chain professional, the book identifies six key knowledge pillars for demonstrating supply chain mastery: Technical and market knowledge of the end product and its constituents. Knowledge of internal product development and sustaining processes and supporting consumption data. Health and market condition of the supplier. Ability to create value. Ability to build internal and external executive relationships with key influencers. Ability to obtain best cost without compromising on quality and lead time. Negotiating cost, sourcing material, and then the logistics of moving the raw material through multiple stages and finally finished materials across the globe are some of the key areas which need continuous improvement. As a sentinel of efficiency, removing any kind of wastage leads to immediate value creation and

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contributes to the margin by improving the bottom line. In Part III, the book reviews twelve such verticals namely printer, medical, IT, energy, automotive, cloud, dairy, data management, avionics, biotech, apparel and start up and the supply chain nuances through the lenses of the framework created in Part II. In Part IV, the book goes back to focus on the professional growth of an individual supply chain person in an industry agnostic way. It provides examples of financial and operational efficiencies that a supply chain professional can create.

"The P-51 Mustang—perhaps the finest piston engine fighter ever built—was designed and put into flight in just a few months. Specifications were finalized on March 15, 1940; the airfoil prototype was complete on September 9; and the aircraft made its maiden flight on October 26. Now that is a lean development process!" —Allen Ward and Durward Sobek, commenting on the development of the P-51 Mustang and its exemplary use of trade-off curves. Shingo Research and Professional Publication Award recipient, 2008 Despite attempts to interpret and apply lean product development techniques, companies still struggle with design quality problems, long lead times, and high development costs. To be successful, lean product development must go beyond techniques, technologies, conventional concurrent engineering methods, standardized engineering work, and heavyweight project managers. Allen Ward showed the way. In a truly groundbreaking first edition of *Lean Product and Process Development*, Ward delivered -- with passion and penetrating insights that cannot be found elsewhere -- a comprehensive view of lean principles for developing and sustaining product and process development. In the second edition, Durward Sobek, professor of Mechanical and Industrial Engineering at Montana State University—and one of Ward's premier students—edits and reorganizes the original text to make it more accessible and actionable. This new edition builds on the first one by: Adding five in-depth and inspiring case studies. Including insightful new examples and illustrations. Updating concepts and tools based on recent developments in product development. Expanding the discussion around the critical concept of set-based concurrent engineering. Adding a more detailed table of contents and an index to make the book more accessible and user-friendly. The True Purpose of Product Development Ward's core thesis is that the very aim of the product development process is to create profitable operational value streams, and that the key to doing so predictably, efficiently, and effectively is to create useable knowledge. Creating useable knowledge requires learning, so Ward also creates a basic learning model for development. But Ward not only describes the technical tools needed to make lean product and process development actually work. He also delineates the management system, management behaviors, and mental models needed. In this breakthrough text, Ward: Asks fundamental questions about the purpose and "value added" in product development so you gain a crystal clear understanding of essential issues. Shows you how to find the most common forms of "knowledge waste" that plagues product development. Identifies four "cornerstones" of lean product development gleaned from the practices of successful companies like Toyota and its partners, and explains how they differ from conventional practices. Gives you specific, practical recommendations for establishing your own lean development processes. Melds observations of effective teamwork from his military background, engineering fundamentals from his education and personal experience, design methodology from his research, and theories about management and learning from his study of history and experiences with customers. Changes your thinking forever about product development.

Design for Lean Six Sigma is the only book that employs a "road-map" approach to DFSS, which allows corporate management to understand where they are in the process and to integrate DFSS methodology more fully into their overall business strategy. This is a similar approach to that used by Forrest Breyfogle in his successful book: *Implementing Six Sigma, 2E*. This approach will allow corporate management to understand where they are in the process and to integrate DFSS methodology more fully into the overall business strategy.

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Another important aspect of this book is its coverage of DFSS implementation in a broad range of industries including service and manufacturing, plus the use of actual cases throughout. A practical guidebook for product development teams that describes an integrated cost reduction methodology for new products

What company doesn't want energized workers, delighted customers, genuine efficiency, and breakthrough innovation? The Lean Mindset shows how lean companies really work—and how a lean mindset is the key to creating stunning products and delivering amazing services. Through cutting-edge research and case studies from leading organizations, including Spotify, Ericsson, Intuit, GE Healthcare, Pixar, CareerBuilder, and Intel, you'll discover proven patterns for developing that mindset. You'll see how to cultivate product teams that act like successful startups, create the kind of efficiency that attracts customers, and leverage the talents of bright, creative people. The Poppendiecks weave lean principles throughout this book, just as those principles must be woven throughout the fabric of your truly lean organization. Learn How To Start with an inspiring purpose, and overcome the curse of short-term thinking Energize teams by providing well-framed challenges, larger purposes, and a direct line of sight between their work and the achievement of those purposes Delight customers by gaining unprecedented insight into their real needs, and building products and services that fully anticipate those needs Achieve authentic, sustainable efficiency without layoffs, rock-bottom cost focus, or totalitarian work systems Develop breakthrough innovations by moving beyond predictability to experimentation, beyond globalization to decentralization, beyond productivity to impact Lean approaches to software development have moved from novelty to widespread use, in large part due to the principles taught by Mary and Tom Poppendieck in their pioneering books. Now, in The Lean Mindset, the Poppendiecks take the next step, looking at a company where multidiscipline teams are expected to ask the right questions, solve the right problems, and deliver solutions that customers love.

Scrum is the most successful framework for agile product development and much has been written about how to follow the Scrum process but the key to success is in the leadership skills of the product owner. Product Mastery explores the traits of the best product owners offering an insight into the difference between good and great product ownership and explaining how the best product owners are DRIVEN to be successful. In a follow up to the hugely successful Scrum Mastery, Geoff Watts shares more enlightening case studies on how to be: Decisive with incomplete information. Ruthless about maximizing value and minimizing risk. Informed about your product's domain. Versatile in your leadership style. Empowering of project stakeholders. Negotiable while you pursue your vision. This is essential reading for anyone involved in an agile product development effort. Geoff Watts has been a thought leader in the agile development space for many years and his books, training and coaching have helped thousands of teams across the world deliver better products more effectively. Geoff is the author of Scrum Mastery: From Good to Great Servant-Leadership and The Coach's Casebook: Mastering The Twelve Traits That Trap Us, a winner of the 2016 International Book Awards. "Product Mastery is a great book to read if you want to understand how a great Product Owner works. Whether you are hiring a Product Owner or want to be a great Product Owner, the insights that Geoff Watts shares in this book should be your guide."--Jeff Sutherland, Co-Creator of Scrum and author of Scrum: The Art of Doing Twice The Work in Half the Time "Geoff has done a great job at distilling the soft skills product owners need to succeed. His new book is packed with practical advice to advance your skills and become a truly great product owner."- Roman Pichler, Author of Strategize and Agile Product Management with Scrum.

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers. From near-extinction in the early eighties, Harley-Davidson rose to worldwide recognition and

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is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Oosterwal offers an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In *The Lean Machine*, readers learn about Harley-Davidson's secret weapon and go-to formula for outstanding success: Knowledge-Based Product Development. Rooted in Japanese productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time--powering annual growth of more than ten percent. Winner of the 2017 Shingo Prize for Literature, *The Lean Machine*--which is part business journal, part analysis, and part step-by-step toolkit--takes readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this game-changing system--with predictably excellent results.

Mastering Product Management: A Step-by-Step Guide offers practical, real-world advice on how to create and capture value as a Product Manager. It covers the full product life cycle, from idea discovery through end-of-life. Each section is scannable and concise, around two to three pages. Rather than diving deep into the theoretical background of a given area, it serves as a checklist of the key steps a Product Manager should take to complete a given task.

- Source new ideas that succeed-
- Set a compelling product vision and strategy-
- Search for profitable new business models-
- Become a market expert-
- Effectively manage roadmaps-
- Ensure a successful product launch-
- Understand value and price profitably-
- Build and manage high-performance teams-
- And much more!

This book is a convenient reference guide that you can use throughout your workday. It's meant for Product Managers of all levels and for anyone wishing to understand what it takes to define, develop, launch, and market new products successfully.

As competition in the manufacturing sector intensifies, excellence in new product development has become a mandate. Renowned author, educator, and lean product development expert Ron Mascitelli takes the reader through his Event-Driven Lean Product Development process, from its beginnings in innovation, effective problem-solving, knowledge creation, and organizational learning, through to the rapid commercialization of highly successful products. This proven and practical approach balances all aspects of market success: customer value, profitability, time-to-market, and quality. Specific topics covered in this Event-Driven Lean Product Development framework include:

- Selecting and prioritizing new product opportunities that have a high probability of market success.-
- Optimizing the productivity of finite development resources, and arbitrating resource conflicts in a multi-project environment.-
- Implementation of a practical, flexible, event-driven process that ensures the highest degree of cross-functional collaboration at every stage in new product development.-
- Managing the day-to-day efforts of developers and project teams through Visual Workflow Management.-
- Capturing the voice-of-the-customer in every new product by systematically identifying and ranking differentiation opportunities.-
- Building a realistic project schedule that is created and owned by the developers themselves.-
- Proactively identifying project risks and mitigating them through systematic (A3) problem-solving.-
- Employing rapid cycles of learning and set-based design to close knowledge gaps and build a foundation of high-value knowledge for future projects.-
- Implementing the Production Process Preparation (3P) methodology to maximize the manufacturability and quality of each new product.

Mastering Lean Product Development represents the

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definitive roadmap to achieving breakthroughs in speed, efficiency, and customer value for any firm engaged in new product development.

Mastering Lean Product Development A Practical, Event-driven Process for Maximizing Speed, Profits and Quality

Here is the first comprehensive approach to managing design-in-process inventory from the bestselling author of "Developing Products in Half the Time". Donald Reinertsen reveals a transparent system for tracking, measuring, and managing invisible "design-in-process" inventory to achieve lower costs, higher profits, and better processes. 20 line drawings.

How companies are using lean development to revolutionize their product and service offerings—vital lessons any business leader can use as an engine of innovation How did Ford Motors use Lean Development to pull off one of the most impressive corporate turnarounds in history? Largely by avoiding the mistakes that so many companies make when in a death spiral. They looked beyond manufacturing efficiency to change the very fundamentals of how they developed vehicles. In *Designing the Future*, Lean product development expert James Morgan and world-renowned Lean guru Jeffrey K. Liker reveal why so many companies have achieved only moderate success with Lean in operations, with a limited impact on their overall business. They take you through the process of bringing the best of Lean management to your enterprise—in order to link your business strategy to superior value designed for customers. The authors provide an actionable approach to building a better future for your business fueled by an iterative, integrated process that relies on simultaneous engineering, linking strategy and vision. They illustrate how to empower skilled and talented people to make collaboration and innovation a habit—hour to hour and day to day. It's the secret of full implementation of Lean—and this groundbreaking guide takes you through every step of the process. The best way to predict the future is to create it. With *Designing the Future*, you have everything you need to create a flexible, iterative business-transformation process that takes you from strategic vision to value stream creation for maximum customer value delivery.

The missing manual on how to apply Lean Startup to build products that customers love
The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean

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product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

Rapid Learning Cycles will help you find the shortest distance between you and a new product that your customers can buy.

How to use the Design Thinking Tools A practical guide to make innovation happen The Design Thinking Toolbox explains the most important tools and methods to put Design Thinking into action. Based on the largest international survey on the use of design thinking, the most popular methods are described in four pages each by an expert from the global Design Thinking community. If you are involved in innovation, leadership, or design, these are tools you need. Simple instructions, expert tips, templates, and images help you implement each tool or method. Quickly and comprehensively familiarize yourself with the best design thinking tools Select the appropriate warm-ups, tools, and methods Explore new avenues of thinking Plan the agenda for different design thinking workshops Get practical application tips The Design Thinking Toolbox help innovators master the early stages of the innovation process. It's the perfect complement to the international bestseller The Design Thinking Playbook.

Are you searching for your dream job and want to build winning teams in a flexible, fast-paced world while earning a great salary? 71% of companies use more agile project management, and their project success rate is significantly higher than that of traditional project management-the Project Management Institute. The average salary of an agile project manager is \$99,000-ZIPPIA. Wouldn't it be great if someone offered you not one, but all of these: A job where you can use your natural leadership abilities and work in the way that's best for YOU The ability to become agile in everything you do An opportunity to make this world a better place and create real values Trust that you can make your organization become faster, smarter, and more profitable A fast-moving career with a great salary If you answered yes, then I can help you. Why me? Well, I've worked on lots of projects and managed many different teams. I know how and why agile works, and I will uncover the secrets of 21st century project management, so you can achieve your best career. In this book, you will discover: 7 methods to be an elite agile project manager Trending software applications that will make your projects go faster Top secrets to agile 10 project management tools to save time in your personal life Best 11 practices to create your dream team 6 different ways to leap into project management leadership Why sports can help you in your career to take you from zero to hero How to use what you learned as a kid in your dream job 12 real-life examples of projects that worked... and what failed 10 ways to excel as an agile project manager BONUS: Never published before Ready, Set, Agile! methodology Still not sure if agile project management is right for you? Here are some questions I'm often asked. I didn't go to college, can I still be a project manager? Yes! Project management requires leadership skills-not specific degrees. The more experience you have from the projects you work on, the better you'll get, and you will become more confident leading the teams. Can the work be on-site or remote? It can be both, since remote work is growing very quickly. Software tools have made it possible to work closely as a strong team, even when not located in the same place. I've never been a programmer, how can I work on agile IT projects? Fortunately, you don't need special skills in

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programming or anything else in order to succeed as a project manager in agile. What if I've never worked in agile project management? You will just need the right guidance to learn the fundamentals of project management. I've provided everything you need to know in this book for you to start now. If you have prior experience with traditional project management, you will like agile more because of its freedom. No matter which industry you're in, agile is the way of the future. You'll be joining the success stories once you read the book and discover the secrets of being an agile project manager! To create the winning career of your dreams, scroll up and click the Add to Cart button now!

What do Ford Motor Company, Steelcase, Scania, Goodyear, Novo Nordisk, and Philips Electronics have in common? They all need to get their best ideas to market as fast as possible. They need to achieve the mastery of innovation. When these companies needed to accelerate time-to-market, get more new products to customers, and improve their ROI from in "Scaling Lean offers an invaluable blueprint for modeling startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong," --Amazon.com.

Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

Although many companies have introduced product innovation processes, they are still struggling to achieve the financial results they expected. This book shows how to properly balance the need for speed with the drive for profitability. It demonstrates how to maximize the value of a new product portfolio, how to streamline the product innovation process, and how to achieve growth that is both profitable and sustainable. New product success is not simply about developing new products that sell; it's about getting them to market quickly with the lowest cost and the highest return. Dr. Robert G. Cooper and Dr. Scott J. Edgett use their latest research and draw upon their combined 60 years of experience in the field to show you what the companies that continuously win at new products are doing. Top performers have discovered how to properly balance the need for speed with profitability. With a new process they call NexGen(TM) Stage-Gate(R), Dr. Cooper and Dr. Edgett show precisely how you can ensure that your innovation is not only lean and rapid but profitable as well. For more information, visit: www.stage-gate.com

Lean Software Development: An Agile Toolkit Adapting agile practices to your development organization Uncovering and eradicating waste throughout the software development lifecycle Practical techniques for every development manager, project manager, and technical leader Lean software development: applying agile principles to your organization In Lean Software Development, Mary and Tom Poppendieck identify seven fundamental "lean" principles, adapt them for the world of software development, and show how they can serve as the foundation for agile development approaches that work. Along the way, they introduce 22 "thinking tools" that can help you customize the right agile practices for any environment. Better, cheaper, faster software development. You can have all three—if you adopt the same lean principles that have already revolutionized manufacturing, logistics and product development. Iterating towards excellence: software development as an exercise in discovery Managing uncertainty: "decide as late as possible" by building change into the system. Compressing the value stream: rapid development, feedback, and improvement Empowering teams and individuals without compromising coordination Software with integrity: promoting coherence, usability, fitness, maintainability, and adaptability How to "see the whole"—even when your developers are scattered across multiple locations and contractors Simply put, Lean Software Development helps you refocus development on value, flow, and people—so you can achieve breakthrough quality, savings, speed, and business alignment.

Design Thinking Revolution 3 books in 1: Mastering Design Thinking, Lean Collection & Agile

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Project Management. Rules & Mindset to Innovate your Business with Agile Methodologies and UX Design Design thinking is transforming the business industry for the good with its dynamic approach to innovate businesses and improving the business success rate. With design thinking, Lean Ultimate Collection, and Agile Project Management, businesses are transforming how they operate for intelligent work and fruitful results. The book "Design Thinking Revolution" is a 3 in 1 and is your one-stop to learn all about mastering Design thinking, Lean Ultimate Collection, and Agile Project Management. The book will help you learn the rules and mindset to innovate your business. Design Thinking Revolution is a collection of three books and will guide you all about how for efficient management in projects. Agile Project Management will take you through an iterative process of improving the project processes. The book will also teach you about prioritizing the customer and emphasizing business hypothesis-driven experimentation and feedback for validated learning using the Lean Ultimate Collection. The book also sheds light on context mapping, designing and framing problem statements, and prototyping to idea generation, innovation, and creativity in business strategies. This book is a detailed guide to bringing a Design Thinking revolution in your company's strategies. It will help your business succeed by creating innovative solutions for the problems your business faces. The book is better than many books because it encapsulates everything from Mastering Design Thinking to Lean Six Sigma and Agile Methodologies. The book "Design Thinking Revolution" covers the following: Understanding design thinking and its management and implications Benefits of using design thinking for business strategy development Mapping and framing problem statements Brainstorming ideas and creating innovative solutions Divergent and convergent thinking Key Variables to transform large-scale organizational transformation Agile Manufacturing for meeting customer needs and market demands Agile hybrid and its use to streamline processes Introduction to Lean Six Sigma Lean and the Cultural Change Fundamentals Implementation of Lean Reducing D.O.W.N.T.I.M.E (Defects, Overproduction, Waiting, Not utilizing talent, Transportation, Inventory excess, Motion waste, Excess processing) The book is primarily for beginners but can benefit anyone interested in bringing a design thinking revolution in their business processes. The book has a diverse and dynamic range of topics under the umbrella of the Design Thinking Revolution. Frequently Asked Questions: Does the book help in understanding UX Design? Ans. The book is focused on using Design Thinking to improving business strategies and execution and helps you in understanding UX Design. Will the book help in improving business performance? Ans. Yes, the Lean Ultimate Collection, Agile Project Management and DOWNTIME reduction will help improve your business performance tremendously. Will this book be helpful for startups? Ans. This book is really helpful for startups and Small and Medium Enterprises.

Describes over two dozen powerful and practical methods for slashing waste and improving resource utilization, spanning the full spectrum from inception to successful product launch. It includes over 150 figures and diagrams and is rich with real-world examples and step-by-step instructions.

Practical advice from experts on how to create, manage, measure, and improve innovation in and for today's digital markets All organizations grapple with what digitalization means for their business and, in particular, how digital forces will drive their approaches to innovation. But very few organizations have clearly defined the scale, speed, and scope of their engagement with the digital world. These essays, from the pages of the preeminent journal MIT Sloan Management Review, offer practical advice from experts on how to create, facilitate, and manage innovation in and for today's digital markets. The essays emphasize the power of intersections, where different mindsets and skills collide. These connections can be external—LEGO, for example, has engaged more than 100,000 adult fans in user communities—or internal, as when “brokers,” “connectors,” and “energizers” act within organizations. Contributors stress the value of action over analysis, citing examples that affirm

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the power of trial-and-error experimentation. They demonstrate that innovation success requires thinking beyond technology. Innovation is not created by white-coated scientists in a lab; it is not the job of the few but of the many. And finally, the contributors warn that the greatest enemy lies within; innovators often encounter fierce internal resistance. They consider innovations in the innovation process itself, describing the promise and pitfalls of “design thinking” and offering advice on how to manage the tension between new and existing business models. Innovation is not a magical act practiced by a select few with rare gifts. Innovation is a discipline that can be measured, managed, and improved. When Innovation Moves at Digital Speed provides practical guidance for innovation success. Contributors Daniel Amaral, Jamie Anderson, Scott D. Anthony, Yun Mi Antorini, Michael Arena, Tormod Askildsen, Michael Ballé, Thomas Bartman, Jennie Björk, Marcel Bogers, Anna Brattström, Clayton M. Christensen, Edivandro Carlos Conforto, Rob Cross, Charles Dhanaraj, Thomas Fink, Nicolai J. Foss, Johan Frishammar, Johann Harnoss, Srivardhini K. Jha, Lâle Kesebi, Rishiksha T. Krishnan, Martin Kupp, Sean Looram, Mats Magnusson, Ann Majchrzak, Arvind Malhotra, James Morgan, Albert M. Muñoz, Jr., Ramiro Palma, Ishwardutt Parulkar, Eric Rebentisch, Jörg Reckhenrich, Martin Reeves, Anders Richtnér, Dave Rochlin, Duncan Simester, Jonathan Sims, Joseph V. Sinfield, Durward K. Sobek II, Freddy Solis, Kristian J. Sund, Mary Uhl-Bien, Derek van Bever, J. Andrei Villarroel, Amy Webb

The ability to bring new and innovative products to market rapidly is the prime critical competence for any successful consumer-driven company. All industries, especially automotive, are slashing product development lead times in the current hyper-competitive marketplace. This book is the first to thoroughly examine and analyze the truly effective product development methodology that has made Toyota the most forward-thinking company in the automotive industry. Winner of the 2007 Shingo Prize For Excellence In Manufacturing Research! In *The Toyota Product Development System: Integrating People, Process, and Technology*, James Morgan and Jeffrey Liker compare and contrast the world-class product development process of Toyota with that of a U.S. competitor. They use extensive examples from Toyota and the U.S. competitor to demonstrate value stream mapping as an extraordinarily powerful tool for continuous improvement. Through examples and case studies, this book illustrates specific techniques and proven practices for dealing with challenges associated with product development, such as synchronizing multiple disciplines, multiple function workload leveling, compound process variation, effective technology integration, and knowledge management. Readers of this book can focus on optimizing the entire product development value stream rather than focus on a specific tool or technology for local improvements.

Working with unbounded and fast-moving data streams has historically been difficult. But with Kafka Streams and ksqlDB, building stream processing applications is easy and fun. This practical guide shows data engineers how to use these tools to build highly scalable stream processing applications for moving, enriching, and transforming large amounts of data in real time. Mitch Seymour, data services engineer at Mailchimp, explains important stream processing concepts against a backdrop of several interesting business problems. You'll learn the strengths of both Kafka Streams and ksqlDB to help you choose the best tool for each unique stream processing project. Non-Java developers will find the ksqlDB path to be an especially gentle introduction to stream processing. Learn the basics of Kafka and the pub/sub communication pattern Build stateless and stateful stream processing applications using Kafka Streams and ksqlDB Perform advanced stateful operations, including windowed joins and aggregations Understand how stateful processing works under the hood Learn about ksqlDB's data integration features, powered by Kafka Connect Work with different types of collections in ksqlDB and perform push and pull queries Deploy your Kafka Streams and ksqlDB applications to production

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One million. That's how many new ideas the Toyota organization receives from its employees every year. These ideas come from every level of the organization - from the factory floors to the corporate suites. And organizations all over the world want to learn how they do it. Now Matthew May, Senior Advisor to the University of Toyota, reveals how any company can create an environment of every day innovation and achieve the elegant solutions found only on the far side of complexity. A tactical guide for team-based innovation, *THE ELEGANT SOLUTION* delivers the formula to the three principles and ten practices that drive business creativity. Innovation isn't just about technology - it's about value, opportunity and impact. When a company embeds a real discipline around the pursuit of perfection, the sky is the limit. Dozens of case studies (from Toyota and other companies) illustrate the power and universality of these concepts; a unique 'clamshell strategy' prepares managers to ensure organizational success. At once a thought-shaper, a playmaker, and a taskmaster, *THE ELEGANT SOLUTION* is a practical field manual for everyone in corporate life.

Collaboration is key for organizations in the 21st century, yet few business people have been trained to teach this skill. How do you advance ideas in a collaborative way and then communicate them throughout your company? In this practical book, author Gretchen Anderson shows you how to generate ideas with others while gaining buy-in from all levels of your organization. Product managers, designers, marketers, technical leaders, and executives will obtain better insight into how team members work together to make decisions. Through tangible exercises and techniques, you'll learn how to turn promising ideas into products, services, and solutions that make a real difference in the market. Use a framework to develop ideas into hypotheses to be tested and refined Avoid common pitfalls in the collaboration process Align communication approaches to ensure that collaboration is effective and inclusive Structure events or meetings for different types of collaboration depending on the people involved Practice giving and receiving critiques to foster inclusion without resorting to consensus-based decisions

While there are those who say manufacturing is dying, it is not and will not. Without a universal vow of poverty, growing economies will only increase demand. Manufacturing in the 21st century is not a question of if -- Rather, it is a function of why, what, who, where, and how. The nature and pace of change in those factors are overwhelming many. Fear, futile resistance, and uncertainty are common. While manufacturing will not die, individual manufacturing companies will if they do not learn to thrive in this new world. This book is a dynamic guide for manufacturing leaders who want to reduce the ambiguity and overwhelming changes and develop a realistic, progressive, and responsive thinking process that enables success. It provides a business operating system framework that is the foundation for connecting the many pieces of a manufacturing business into an effective, profitable operation. The author walks through the elements, relationships, capabilities, and mutability 21st-century manufacturing requires. Executives of manufacturing companies will be better able to think about and execute viable strategies leveraging the changing economy. Essentially, manufacturing is becoming increasingly complex, as are business and socioeconomic and political realities. Rapidly evolving technology adds to the confusing environment that precludes "more of the same, better, faster and cheaper" as a workable business strategy. The tsunami of information hitting owners and leaders is overwhelming many, and it is easy to become frozen in place. Economic growth and improving standards of living require that all of this change be broken into bite-size understandable pieces that thaw the minds of executives, allowing them to assess what is best right now, and move forward. This book does not overwhelm with details and models; rather it provides thinking and examples in small chunks that enable manufacturers to develop and master skills for high-level strategic leadership in ambiguity.

The Lean Product Lifecycle is a playbook that provides frameworks, methods and tools to

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develop innovative new products and business models, while managing your core portfolio. This handbook focuses on two sides of the lean production debate that rarely interact. On the one hand, management and industrial engineering scholars have presented a positive view of lean production as the epitome of efficiency and quality. On the other hand, sociology, industrial relations, and labor relations scholars focus on work speedups, management by stress, trade union positions, and self-exploitation in lean teams. The editors of this volume understand the merits of both views and present them accordingly, bridging the gaps among five disciplines and presenting the best of each perspective. Chapters by internationally acclaimed authors examine the positive, negative and neutral possible effects of lean, providing a global view of lean production while adjusting lean to the cultural and political contexts of different nation-states. As the first multi-lens view of lean production from academic and consultant perspectives, this volume charts a way forward in the world of work and management in our global economy.

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