

# Toyota Culture The Heart And Soul Of The Toyota Way

Examining Lean processes in the context of the authors' academic research in-progress, *People, Process, & Culture: Lean Manufacturing in the Real World* illustrates the impact of culture on the implementation of Lean Manufacturing (LM) across various geographic and cultural areas. It identifies cultural values, as examined against Lean manufacturing disciplines, and derives culturally based Lean Manufacturing (LM) values. It then assesses these cultural values in light of specific LM components, such as PULL systems and TPM, to demonstrate varying perspectives and applications. Illustrates global cultural influences on Lean implementation Uses academic research as the foundation of the material Examines the many Lean components currently in use around the world Building on the continued prominence of LM as the preferred operational approach, the book supplies time-tested advice to help you sort through the flood of information on Lean techniques and culture. It examines the numerous Lean components currently being deployed successfully around the world and identifies the limitations that can result from the varying interpretations and applications of Lean systems. Lean culture is all about Lean vision, mission, and values. This book not only identifies the Lean values required, but also supplies the understanding to integrate these values across all levels of your organization. The book will be especially helpful to international corporate managers working to demystify the sometimes hard-to-understand characteristics of Lean transformation.

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Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Written by former Toyota associates, *Toyota By Toyota: Reflections from the Inside* Leaders on the Techniques That Revolutionized the Industry focuses on the purpose of Lean methodologies, techniques, and principles. It compiles more than a century of combined experience from management-level employees who supply little-known insights about the Toyo

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Winner of the Shingo Prize for Research and Professional Publication, 2009 The international bestseller *The Toyota Way* explained the company's success by introducing a revolutionary 4P model for organizational excellence-Philosophy, People, Process, and Problem Solving. Now, in *Toyota Culture*, preeminent Toyota authorities Jeffrey Liker and Michael Hoseus reveal how Toyota selects, develops, and motivates its people to become committed to building high-quality products-and how you can do the same for your company. *Toyota Culture* examines the "human systems" that Toyota has put in place to instill its founding principles of trust, mutual prosperity, and excellence in its plants, dealerships, and offices around the world. Beginning with a look at the evolution of the Toyota culture and why its people are the heart and soul of the Toyota Way, the authors explain the company's four-stage process for building and keeping quality people: Attract, Develop, Engage, and Inspire. Drawing upon numerous examples from Liker's decades of research as well as Hoseus' insider access as a Toyota manager, *Toyota Culture* gives you the tools you need to: Find competent, able, and willing employees Start training and socializing your people as you hire them Establish and communicate key business performance indicators at every level of your organization Train your people to solve problems and continuously improve processes in their daily work Develop leaders who live and teach your company's philosophy Reward top performance-and offer help to those who are struggling Fascinating vignettes of Toyota's innovative culture highlight the nuances of translating and recreating a people-centric culture in factories and offices across the globe. These exclusive, behind-the-scenes details are just what your company needs to successfully learn from *The Toyota Culture*.

The formula for Lean success! Toyota veterans reveal how to build continuous improvement

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into your company's DNA Ever since Toyota introduced the revolutionary Toyota Production System (TPS), businesses have tried to replicate Toyota's success. Few have succeeded over the long term. What businesses have failed to realize is that TPS calls for a fundamentally different way of thinking. Now, at long last, here is a straightforward guide that make sense of the thinking culture behind Toyota's phenomenal success. In its pages, authors Tracey and Ernie Richardson speak from the heart as Toyota employees who worked in the Kentucky factory when the company was first introducing its people-first approach in the U.S., and went on in the ensuing decades to teach Lean thinking around the world. In *The Toyota Engagement Equation*, the authors take you through Toyota's own journey of discovery. This deep dive into the company's game-changing work practices reveals how employees were developed, how they were taught to spot and define problems through standardization, how they were coached to solve them, and how they were encouraged to improve their thinking as they moved forward. And you'll see how Toyota developed this simple but profoundly effective approach into an overall management system—and how you can achieve amazing results in your company through the same system. In the world of Lean design and implementation handbooks, *The Toyota Engagement Equation* stands out as a fresh, unique, and authoritative guide to building your business into the Toyota of your industry. As the authors see it, TPS has now evolved to the "Thinking People System!"

Examines the reasons behind the success of Toyota as the world's number one automaker, focusing on its history, the abilities of its senior management, and the power of its corporate culture.

The *Sensei Way at Work* follows in the wake of dozens of successful business books on the

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Toyota production system, lean enterprise, and the Toyota Way, yet it is unique. It identifies the five keys that sustain successful lean production in Western enterprises—a challenge that has stymied business leaders, managers, and lean coaches for decades. The first reason for our frequent inability to sustain the initial gains of lean startups is a misunderstanding of the Japanese term "kaizen mind." Many mistranslate it as a "hunger" for business efficiency and cost reduction. In fact, kaizen mind is a psychology of "mindfulness" joined with "creativity." And once evoked by a sensei, it can be applied (without training) when a leader mandates that employees and managers solve quality problems and redesign the work together. The second reason is our need to develop new change leaders who know "the way." A sensei immerses prospects in a series of challenges until they learn to do the work of change with the mind of a leader, that is, from the states of presence, flow, and compassion. Lasting organizational transformation becomes possible, even inevitable, when its leaders learn the five keys and realize "one big thing" in the Sensei Way.

In this book, author Nate Furuta, former chair and CEO of Toyota Boshoku America Inc., shares the story of his decades of experience directly leading the establishment of Toyota cultures outside Japan. Furuta was the first Toyota employee on the ground at New United Motor Manufacturing Inc. (NUMMI), Toyota's joint venture in California with General Motors, where he directly led the establishment of the most revolutionary labor-management agreement in the history of the US auto industry. In addition, Furuta was the first Toyota employee on the ground in Georgetown Kentucky at Toyota's first full-scale, wholly owned manufacturing operation outside Japan, where he led (working directly with President Fujio Cho) the establishment of Toyota's general management systems and culture there. This

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book tells the stories of establishing successful operations in those two iconic organizations as well as others. Furuta reveals details, both stories and process descriptions that only he can tell. He takes you along as he and others lead Toyota's intense globalization from the early 1980s to recent days. He introduces you to the critical leaders in Toyota's history, such as Taiichi Ohno and Fujio Cho as well as Kenzo Tamai, the head of the company's HRM function in the 1980s. This book is not about human-resource management (HRM) policies and procedures. It provides a deep dive into the way senior leaders embody deep awareness of HRM matters, developing and executing company strategy while at the same time developing organizational capability. The role of senior leaders isn't just a matter of directing the company to achieve objectives; it is a matter of building the capability to achieve those objectives, consistently, and further developing capability as it executes. Key to this is to develop the awareness, attitude, capability, and practice of identifying problems as progress is made toward achieving objectives, which is, in fact, attained through steadily eliminating each problem as it arises. This becomes a self-reinforcing loop of the organization, tapping in to the essence of solving problems while simultaneously developing ever better problem-solving skills and better problem solvers. This loop propels an organization toward meeting its purpose while developing capability for capability development. Essentially, this book reveals Toyota's general management systems from the firsthand experience of a Toyota Japanese senior manager and describes, with stories and process examples, the attitude, behaviors, and systems needed to successfully establish and lead in a true Lean business environment. *Business Across Cultures* is the keystone book in the *Culture for Business* series. It provides an overview of all subjects tackled in the other books of the series. Its

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particular aim is to provide executives with a cross-cultural perspective on how companies meet the diverse needs of customers, investors and employees; to introduce the main ideas in business in a multicultural context; and to show how they all fit together.

"Toyota Kata gets to the essence of how Toyota manages continuous improvement and human ingenuity, through its improvement kata and coaching kata. Mike Rother explains why typical companies fail to understand the core of lean and make limited progress—and what it takes to make it a real part of your culture." —Jeffrey K. Liker, bestselling author of *The Toyota Way* "[Toyota Kata is] one of the stepping stones that will usher in a new era of management thinking." —*The Systems Thinker* "How any organization in any industry can progress from old-fashioned management by results to a strikingly different and better way." —James P. Womack, Chairman and Founder, Lean Enterprise Institute "Practicing the improvement kata is perhaps the best way we've found so far for actualizing PDCA in an organization." —John Shook, Chairman and CEO, Lean Enterprise Institute This game-changing book puts you behind the curtain at Toyota, providing new insight into the legendary automaker's management practices and offering practical guidance for leading and developing people in a way that makes the best use of their brainpower. Drawing on six years of research into Toyota's employee-management routines, *Toyota Kata* examines and elucidates, for the first time, the company's organizational routines--called kata--that power its success

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with continuous improvement and adaptation. The book also reaches beyond Toyota to explain issues of human behavior in organizations and provide specific answers to questions such as: How can we make improvement and adaptation part of everyday work throughout the organization? How can we develop and utilize the capability of everyone in the organization to repeatedly work toward and achieve new levels of performance? How can we give an organization the power to handle dynamic, unpredictable situations and keep satisfying customers? Mike Rother explains how to improve our prevailing management approach through the use of two kata: Improvement Kata--a repeating routine of establishing challenging target conditions, working step-by-step through obstacles, and always learning from the problems we encounter; and Coaching Kata: a pattern of teaching the improvement kata to employees at every level to ensure it motivates their ways of thinking and acting. With clear detail, an abundance of practical examples, and a cohesive explanation from start to finish, Toyota Kata gives executives and managers at any level actionable routines of thought and behavior that produce superior results and sustained competitive advantage.

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



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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.

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

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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.

The Toyota Way Fieldbook is a companion to the international bestseller The Toyota Way. The Toyota Way Fieldbook builds on the philosophical aspects of Toyota's operating systems by detailing the concepts and providing practical examples for application that leaders need to bring Toyota's success-proven practices to life in any organization. The Toyota Way Fieldbook will help other companies learn from Toyota and develop systems that fit their unique cultures. The book begins with a review of the principles of the Toyota Way through the 4Ps model-Philosophy, Processes, People and Partners, and Problem Solving. Readers looking to learn from Toyota's lean systems will be provided with the inside knowledge they need to Define the companies purpose and develop a long-term philosophy Create value streams with connected flow, standardized work, and level production Build a culture to stop and fix problems Develop leaders who promote and support the system Find and develop exceptional

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people and partners Learn the meaning of true root cause problem solving Lead the change process and transform the total enterprise The depth of detail provided draws on the authors combined experience of coaching and supporting companies in lean transformation. Toyota experts at the Georgetown, Kentucky plant, formally trained David Meier in TPS. Combined with Jeff Liker's extensive study of Toyota and his insightful knowledge the authors have developed unique models and ideas to explain the true philosophies and principles of the Toyota Production System.

Engineered in Japan presents a unique and comprehensive examination of technology management in the most successful Japanese companies: unique in that all chapters go beyond superficial descriptions of stylized practices to look in depth at particular issues, often contradicting or qualifying the conventional wisdom; comprehensive in that it covers the entire technology life cycle from basic R&D, to development engineering, to manufacturing processes, to learning from the Japanese. Each chapter is based on original research by noted scholars in the field, and identifies technology management practices that have become a major source of competitive advantage for highly successful Japanese companies. Engineered in Japan documents the best practices from such companies as Toyota, Hitachi, Toshiba, and Nippondenso, and discusses how these technology management practices can be usefully adopted in other cultural contexts. Going beyond past observations, the authors all delve below the surface of Japanese management approaches. They look more closely than has been done

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before at how particular methods are applied, and they identify some new practices that have not yet been highlighted in books on Japanese methods. Presenting recent data that contradict some conventional thinking about U.S.-Japanese differences, they look at old techniques from a new perspective. "U.S. managers can perhaps learn more from the process of creation in Japan and the organizational structures that support innovation," say the editors in their introduction, "than from the particular approaches, tools, and technologies created." A running theme throughout the book is that Japanese managers and engineers tend to think in terms of systems, focusing not just on the parts but on the connections between them. Engineered in Japan is must reading for technology managers and engineers, along with anyone interested in Japanese business, engineering, and management.

COMMEMORATING THE 100th BIRTHDAY OF TAIICHI OHNO Businesses worldwide are successfully implementing the Toyota Production System to speed up processes, reduce waste, improve quality, and cut costs. While there is widespread adoption of TPS, there is still much to be learned about its fundamental principles. This unique volume delivers a clear, concise overview of the Toyota Production System and kaizen in the very words of the architect of both of these movements, Taiicho Ohno, published to mark what would have been his 100th birthday. Filled with insightful new commentary from global quality visionaries, Taiichi Ohno's Workplace Management is a classic that shows how Toyota managers were taught to think. Based on a series of

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interviews with Ohno himself, this timeless work is a tribute to his genius and to the core values that have made, and continue to make, Toyota one of the most successful manufacturers in the world. "Whatever name you may give our system, there are parts of it that are so far removed from generally accepted ideas (common sense) that if you do it only half way, it can actually make things worse." "If you are going to do TPS you must do it all the way. You also need to change the way you think. You need to change how you look at things." -- Taiichi Ohno "This book brings to us Taiichi Ohno's philosophy of workplace management--the thinking behind the Toyota Production System. I personally get a thrill down my spine to read these thoughts in Ohno's own words." -- Dr. Jeffrey Liker, Director, Japan Technology Management Program, University of Michigan, and Author, *The Toyota Way* Based on a series of interviews with Taiicho Ohno, this unique volume delivers a clear, concise overview of the Toyota Production System and kaizen in the very words of the architect of both of these movements, published to mark what would have been his 100th birthday. INCLUDES INSIGHTFUL NEW COMMENTARY FROM: Fujio Cho, Chairman of Toyota Corporation Masaaki Imai, Founder of the Kaizen Institute Dr. Jeffrey Liker, Director, Japan Technology Management Program, University of Michigan, and author John Shook, Chairman and CEO of the Lean Enterprise Institute Bob Emiliani, Professor, School of Engineering and Technology, Connecticut State University Jon Miller, CEO of the Kaizen Institute

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In this book, author Sadao Nomura taps into his decades of experience leading and advising Toyota operations in a wide variety of operations to tell the story of radical improvement at Toyota Logistics & Forklift (TL&F). This book tells in great detail what the author did with TL&F, how they did it, and the dramatic results that ensued. TL&F has long been a global leader in its industry. TL&F is part of Toyota Industries Corporation, which was founded by Toyota Group founder Sakichi Toyoda almost 100 years ago. Sakichi Toyoda is legendary in the Lean community as the originator of the all-important "JIDOKA" pillar of TPS, which ensures 1) built-in quality and 2) respect for people through ensuring that technology works for people rather than the other way around. Although TL&F seemed to be performing well, insiders knew that, as the founding company of the Toyota group, it needed to do better, especially in the quality performance of its global subsidiary operations. But improvement would not be easy in a company that already prided itself in its history as an exemplar in providing highest quality products and services. In 2006, TL&F requested assistance from Sadao Nomura. The initial request was for Mr. Nomura to support quality improvement in three global operations that had become part of TL&F through acquisition: US, Sweden, and France. Improvement was expected at these affiliates, but the dramatic nature of the improvement was not. Further, the improvement activities were so powerful that they were also instituted at the parent operations in Japan. Over a period of almost ten years, the company with the name most associated with product quality experienced

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quality improvement unparalleled in its history. "Dantotsu" means "extreme," "radical," or "unparalleled."

Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

Hoshin Kanri has been used successfully by Toyota and other top-tier companies in Japan and the United States to achieve strategic business and lean goals. The underlying power of a successful hoshin kanri process relays on how Toyota creates an environment of continuous improvement. Toyota is a strong business because of its people, and people are the value of its system. This book focuses more on people rather than the process. Management behavior, motivation, core organizational values and teamwork, leadership development, and culture change are the real factors of any business success. Akio Toyoda said after several recent recalls that the rate of the company's growth was higher than the rate of the development of its people. Successful businesses need to invest in the people and put the people before the process. Read this book and you will see why a gap remains between successful and less successful companies in terms of process management, people management, and the adaptability of culture.

*Lean Culture Change* is a hands on field book with real-world Lean healthcare examples that can be adapted to any industry. The book defines the first steps to transformation using a daily

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management system adapted from the Toyota Georgetown, General Motors, and beyond by Rodger Lewis, one of Toyota's first leaders hired in North America.

What is Lean? Pure and simple, lean is reducing the time from customer order to manufacturing by eliminating non-value-added waste in the production stream. The ideal of a lean system is one-piece flow, because a lean manufacturer is continuously improving. Most other books on lean management focus on technical methods and offer a picture of how a lean system should look like. Other books provide snapshots of companies before and after lean was implemented. This is the first book to provide technical descriptions of successful solutions and performance improvements. It's also the first book to go beyond snapshots and includes powerful first-hand accounts of the complete process of change; its impact on the entire organization; and the rewards and benefits of becoming lean. At the heart of *Becoming Lean* are the stories of American manufacturers that have successfully implemented lean methods. The writers offer personalized accounts of their organization's lean transformation. You have a unique opportunity to go inside the implementation process and see what worked, what didn't, and why.

**SPECIAL INTRODUCTORY PRICING:** Enjoy first-week pricing of \$18.95 on paperback books! Regular retail pricing of \$23.95 becomes effective on July 22nd. It all began with the initial chance meeting of this book's author, Katie Anderson, and the book's subject, Isao Yoshino. She was an American leadership coach and consultant in her mid-career, with a newfound love of Japanese culture. He was an accomplished Japanese people-centered leader at the end of his corporate career, with a lifelong love for American culture and 40 years of inside experience with the Toyota Way. During the next five years, Anderson and Yoshino spent



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countless hours learning from each other, reflecting on the past, and envisioning the future. The resulting book - written by Anderson and focused on the profound lessons offered by her mentor Yoshino -- is a beautiful, one-of-a-kind tapestry. Much like the weaving of fabric -- where the beginning work is but a glimpse of the final pattern -- this book was created from many layers of intertwined conversations and reflections. If you've ever been mentored -- in business or in life -- by someone whose words, experiences, and perspectives changed you for the better, you know that an entire book of such selfless generosity and deep wisdom could change the world. For today's business professionals -- dedicated to continuous learning and people-centered leadership -- this is that book. Learning to Lead, Leading to Learn is a leadership book that defies generational or cultural divides, offering a refreshing, proven perspective for all those who dare to lead. The Best Leaders Never Lose the Humility for Learning Learning to Lead, Leading to Learn is much more than a collection of Isao Yoshino's personal stories and insights. It's a memorable, entertaining, and poignant way to highlight important leadership lessons, to record pivotal moments in Toyota's history, and to create something to help veteran and aspiring leaders reflect and learn about themselves. Yoshino's experiences help us understand how Toyota intentionally developed the culture of excellence for which it is renowned today, and how one person "learned to lead" so that he could lead with an intention to learn ... every day and in every way. "The only secret to Toyota is its attitude toward learning." -- Isao Yoshino Let the Past Inform the Future: The Role of Reflection in Leadership By looking back at the past, we can learn and therefore shape our future. Through each story in this unique and inspiring book, Anderson shares Yoshino's experiences with leadership and learning, and his efforts at self-improvement while empowering others. Through

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those stories, you'll hear his reflections on what he learned then ... and what he is re-learning now with a different perspective as he looks back at the totality of his career. A must-read for those who: -- Want to become more people-centered leaders -- Currently practice lean or continuous improvement methods -- Serve in leadership, coaching, or operational management roles -- Want to learn more about Toyota's history and culture -- Are inspired by heartwarming stories of personal discovery and leadership With a foreword by John Shook, Chairman of the Lean Global Network.

'The Channel Advantage' deals with one topic, and deals with it comprehensively and rigorously: how to construct a sales channel system that will yield world-class sales performance and durable competitive advantage. This book helps readers move decisively away from the notion of channel strategy as a sideline to the core business. Building a channel advantage is the core business today, and this is an essential text and reference for all serious marketing and sales professionals and students. Channel innovation is separating market winners from market losers, and not just in leading-edge technology industries. In a business world where industry players are selling practically the same products at essentially the same prices at about the same cost, the only real source of sustainable competitive advantage is the sales channel: how you sell, not what you sell. Selling becomes a question of how to connect products with customers via the best mix of sales channels: the sales force, value-added partners, distributors, retail stores, telemarketing, and the Internet. In short, how companies sell has become as important as what they sell. 'The Channel Advantage' explains how leading companies develop strategies that integrate e-commerce, telemarketing, sales forces, and distributors to achieve superior sales performance and sustainable competitive advantage.

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Timothy R. Furey is chairman, CEO and co-founder of Oxford Associates, a privately held consulting firm specializing in sales and market strategy, e-commerce channel integration and market research, based in Bethesda, Maryland. Oxford has achieved an annual growth of more than forty percent since its creation in 1991 and was named one of America's 500 fastest growing private companies by Inc. Magazine in 1997. Furey, a pioneer in the use of hybrid sales and marketing strategies for blue chip companies, works extensively with senior management leadership teams to develop and implement go-to-market growth strategies. His clients include IBM, American Express, Marriott, Xerox, Fidelity Investments, Bristol-Myers Squibb, and Johnson & Johnson. Under his leadership, Oxford Associates has developed leading-edge strategies, business processes and systems for deploying and integrating multi-channel sales and marketing systems. They work to align products with the right customers via an appropriate mix of the Internet, telesales, distributors, value-added partners, and traditional sales force channels. Mr. Furey is the co-author of *THE CHANNEL ADVANTAGE* (Butterworth-Heinemann, August 31, 1999), which is endorsed by the CEOs of America Online, Lotus Development, Ocean Spray, and Xerox. Mr. Furey also serves on the Board of Directors of Alpha Industries (Nasdaq:AHAA), a leading semiconductor manufacturer for wireless telephone applications. Previously, Mr. Furey worked with Boston Consulting Group, Strategic Planning Associates, Kaiser Associates and the Marketing Science Institute. He earned a BA in Economics, cum laude, from Harvard University and an MBA from the Harvard Business School. Lawrence G. Friedman is an internationally recognized channel strategy consultant whose clients have included companies such as Lotus, AT&T, Canon, Compaq Digital Equipment, Microsoft and Bell Atlantic. He also held executive level positions at Andersen

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Consulting and Huthwaite, Inc., the sales research firm that developed the SPIN Selling Model. In 1996, Friedman, with Neil Rackham and Richard Ruff, co-authored the best-seller, *GETTING PARTNERING RIGHT* (McGraw-Hill). He is on the review board of the *Journal of Selling and Major Account Management*, which published his article, *Multiple Channel Sales Strategy*, in the April, 1999 issue. His firm, The Sales Strategy Institute, works with clients to identify and evaluate new go-to-market opportunities and conducts in-depth channel strategy workshops and seminars. Mr. Friedman is a frequent guest speaker and lecturer on sales and channel strategy throughout the United States, Europe and Asia. Mr. Friedman earned an MA from the University of Chicago.

Winner of a 2009 Shingo Research and Professional Publication Prize. Notably flexible and brief, the A3 report has proven to be a key tool in Toyota's successful move toward organizational efficiency, effectiveness, and improvement, especially within its engineering and R&D organizations. The power of the A3 report, however, derives not from the report itself, but rather from the development of the culture and mindset required for the implementation of the A3 system. In *Understanding A3 Thinking*, the authors first show that the A3 report is an effective tool when it is implemented in conjunction with a PDCA-based management philosophy. Toyota views A3 Reports as just one piece in their PDCA management approach. Second, the authors show that the process leading to the development and management of A3 reports is at least as important as the reports themselves, because of the deep learning and professional development that occurs in the process. And finally, the authors provide a number of examples as well as some very practical advice on how to write and review A3 reports. *Toyota Culture: The Heart and Soul of the Toyota Way* McGraw Hill Professional

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Understand the true foundations of human motivation This book is a practical and accessible guide to understanding and implementing Maslow's Hierarchy of Needs, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the five different levels of needs experienced by all humans
- Adapt your marketing strategies to satisfy as many of those needs as possible
- Turn your target market into loyal customers

ABOUT 50MINUTES.COM | Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide both elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

The book presents a mixed research method adopted to assess and present the Toyota Way practices within construction firms in general and for firms in China specifically. The results of an extensive structured questionnaire survey based on the Toyota Way-styled attributes identified were developed and data collected from building professionals working in construction firms is presented. The quantitative data presented in the book explains the status quo of the Toyota Way-styled practices implemented in the construction industry, as well as the extent to which these attributes were perceived for lean construction management. The book highlights all the actionable attributes derived from the Toyota Way model appreciated by the building professionals, but alerts the readers that some attributes fell short of implementation. Further findings from in-depth interviews and case studies are also presented in the book to provide to readers an understanding how these Toyota Way practices can be

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implemented in real-life projects. Collectively, all the empirical findings presented in this book can serve to enhance understanding of Toyota Way practices in the lean construction management context. The readers are then guided through to understand the gaps between actual practice and Toyota Way-styled practices, and the measures that they may undertake to circumvent the challenges for implementation. The book also presents to readers the SWOT analysis that addresses the strengths, weaknesses, opportunities and threats towards the implementation of the Toyota Way in the construction industry. The book prescribes the Toyota Way model for use in construction firms to strategically implement lean construction management. The checklist presented in the book enables readers to draw lessons that may be used additionally as a holistic assessment tool for measuring the maturity of firms with respect to their Toyota Way implementation. Consequent to this, management would then be in a better position to develop plans for Toyota Way implementation by focusing on weak areas, strengthening them, and thus increasing the likelihood of success in the implementation of the Toyota Way. In a nutshell, this book provides a comprehensive and valuable resource for firms not only in the construction industry but also businesses outside of the construction sector to better understand the Toyota Way and how this understanding can translate to implementation of lean construction/business management to enhance profitability and survivability in an increasingly competitive global market place.

Toyota doesn't just produce cars; it produces talented people. In the international bestseller, *The Toyota Way*, Jeffrey Liker explained Toyota's remarkable success through a 4P model for excellence-Philosophy, People, Problem Solving, and Process. Liker, with coauthor David Meier, provided deeper insight into the practical application of the principles in *The Toyota Way*

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Fieldbook. Now, these authorities on Toyota reveal how you can develop talented people and achieve incredible results in your company. Toyota Talent walks you through the rigorous methodology used by this global powerhouse to grow high-performing individuals from within. Beginning with a review of Toyota's landmark approach to developing people, the authors illustrate the critical importance of creating a learning and teaching culture in your organization. They provide specific examples necessary to train employees in all areas—from the shop floor to engineering to staff members in service organizations—and show you how to support and encourage every individual to reach his or her top potential. Toyota Talent provides you with the inside knowledge you need to Identify your development needs and create a training plan Understand the various types of work and how to break complicated jobs into teachable skills Set behavioral expectations by properly preparing your workplace Recognize and develop potential trainers within your workforce Effectively educate nonmanufacturing employees and members of the staff Develop internal Lean Manufacturing experts Guiding you with expert tips and training aids, as well as real-world examples drawn from the authors' two decades of research and field work, Liker and Meier show you how to get the most out of people who live and breathe your company's philosophy—and who work together toward a common goal. Building upon the international bestselling Toyota Way series of books by Jeffrey Liker, *The Toyota Way to Continuous Improvement* looks critically at lean deployments and identifies the root causes of why most of them fail. The book is organized into three major sections outlining: Why it is critical to go beyond implementing lean tools and, instead, build a culture of continuous improvement that connects operational excellence to business strategy Case studies from seven unique industries written from the perspective of the sensei (teacher) who

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led the lean transformation Lessons about transforming your own vision of an ideal organization into reality Section One: Using the Plan-Do-Check-Adjust (PDCA) methodology, Liker and Franz contrast true PDCA thinking to that of the popular, superficial approach of copying "lean solutions." They describe the importance of developing people and show how the Toyota Way principles support and drive continuous improvement. Explaining how lean systems and processes start with a purpose that provides a true north direction for all activities, they wrap up this section by examining the glaring differences between building a system of people, processes, and problem- solving that is truly lean versus that of simply trying to "lean out" a process. Section Two: This section brings together seven case studies as told by the sensei who led the transformation efforts. The companies range from traditional manufacturers, overhaul and maintenance of submarines, nuclear fuel rod production, health care providers, pathology labs, and product development. Each of these industries is different but the approaches used were remarkably similar. Section Three: Beginning with a composite story describing a company in its early days of lean implementation, this section describes what went right and wrong during the initial implementation efforts. The authors bring to light some of the difficulties the sensei faces, such as bureaucracies, closed-minded mechanical thinking, and the challenges of developing lean coaches who can facilitate real change. They address the question: Which is better, slow and deep organic deployment or fast and broad mechanistic deployment? The answer may surprise you. The book ends with a discussion on how to make continuous improvement a way of life at your company and the role of leadership in any lean transformation. The Toyota Way to Continuous Improvement is required reading for anyone seeking to transcend his or her tools-based approach and truly embrace a culture of



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continuous improvement.

Toyota Culture examines the human systems that Toyota has put in place to instill its founding principles of trust, mutual prosperity, and excellence in its plants, dealerships, and offices around the world. Beginning with a look at the evolution of the Toyota culture and why its people are the heart and soul of the Toyota Way, the authors explain the company's four-stage process for building and keeping quality people: Attract, Develop, Engage, and Inspire.

Toyota has changed the economic and business landscape with its model for organizational excellence. Jeffrey K. Liker's international bestseller, *The Toyota Way*, summarized this management approach with his 4P model consisting of Philosophy, Process, People, and Problem Solving. The Shingo Prize-winning *The Toyota Way Fieldbook* went a step further showing how to apply the 4Ps to other companies. *Toyota Talent* explores the critical importance of People in the Toyota model. Without an exceptional workforce, the other principles would be useless. Liker and Meier describe how the company develops high-performing individuals and an outstanding workforce. With illustrative examples, guidance, and proven techniques, this book also shows the best ways to grow talent from within.

The world's bestselling Lean expert shows service-based organizations how to go Lean, gain value, and get results—*The Toyota Way*. A must-read for service professionals of every level, this essential book takes the proven Lean principles of the bestselling *Toyota Way* series and applies them directly to the industries where quality of service is crucial for success. Jeff Liker and Karyn Ross show you how to develop Lean practices throughout your organization using the famous 4P model. Whether you are an executive, manager, consultant, or frontline worker who deals with customers every day, you'll learn how take advantage of all Lean has to offer.

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With this book as your guide, you'll gain a clear understanding of Lean and discover the principles, practices and tools needed to develop people and processes that surprise and delight each of your customers. These ground-tested techniques are designed to help you make continuous improvements in your services, streamline your operations, and add ever-increasing value to your customers. Fascinating case studies of Lean-driven success in a range of service industries, including healthcare, insurance, financial services, and telecommunications, illustrate that Lean principles and practices work as well in services as they do in manufacturing. Drawn from original research and real-world examples, *The Toyota Way to Service Excellence* will help you make the leap to Lean.

*The Missing Link to Toyota-Style Success—LEAN LEADERSHIP* Winner of the 2012 Shingo Research and Professional Publications Award “This great book reveals the secret ingredient to lean success: lean leadership. Not only is it a pleasure to read, but it is also deep and enlightening. This book is an absolute must-read for anyone interested in lean: it's both an eye opener and a game changer.” —Michael Ballé, Ph.D., coauthor of *The Gold Mine* and *The Lean Manager* “This will immediately be recognized as the most important book ever published to understand and guide ‘True North Lean’ and the goal of perpetual business excellence.”

—Ross E. Robson, President and CEO, DnR Lean, LLC, and the original Director of The Shingo Prize “An excellent book that will shape leadership development for decades to come.”

—Karen Martin, Principal, Karen Martin & Associates, and author of *The Kaizen Event Planner*

About the Book: TOYOTA. The name signifies greatness— world-class cars and game-changing business thinking. One key to the Toyota Motor Company's unprecedented success is its famous production system and its lesser-known product development program. These

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strategies consider the end user at every turn and have become the model for the global lean business movement. All too often, organizations adopting lean miss the most critical ingredient—lean leadership. Toyota makes enormous investments in carefully selecting and intensively developing leaders who fit its unique philosophy and culture. Thanks to the company's lean leadership approach, explains Toyota Way author Jeffrey Liker and former Toyota executive Gary Convis, the celebrated carmaker has set into motion a drive for continuous improvement at all levels of its business. This has allowed for: Constant growth: Toyota increased profitability for 58 consecutive years—slowing down only in the face of 2008's worldwide financial difficulties, the recall crisis, and the worst Japanese earthquake of the century. Unstoppable inventiveness: Toyota's approach to innovative thinking and problem solving has resulted in top industry ratings and incredible customer satisfaction, while allowing the company to weather these three crises in rapid succession and to come out stronger. Strong branding and respect: Toyota's reputation was instrumental in the company's ability to withstand the recalls-driven media storm of 2010. But what looked to some to be a sinking ship is once again running under a full head of steam. Perhaps the Toyota culture had weakened, but lean leadership was the beacon that showed the way back. In fact, writes Liker, the company is “as good and perhaps a better model for lean leadership than it ever has been.” of innovation and growth. Yet, Industry Week reports that just 2 percent of companies using lean processes can likewise claim to have had long-term success. What the other 98 percent lack is unified leadership with a common method and philosophy. If you want to get lean, you have to take it to the leadership level. The Toyota Way to Lean Leadership shows you how. Goes behind the scenes to reveal the four key management principles for organizational

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excellence--Philosophy, People, Problem Solving, and Process--that have become the cornerstone of Toyota's successful business model and reveals how Toyota maintains a culture that insures consistent innovation, growth, profitability, and mutual prosperity. You can't sell it outside if you can't sell it inside. You want maximum business performance? Look under the hood and you'll find your employee culture: it is the power that drives the enterprise engine. To harness that rumbling power you've got to solve the mystery of what an employee culture actually is, how it operates and how to move it forward. These are the keys that this book will put right in your hands. Renowned business culture expert Stan Slap knows the difference between understanding your employees and understanding your employee culture. The distinction isn't semantics; it's the key to whether your strategies will succeed or fail. This myth-busting book reveals why an employee culture is an independent organism with its own rules, beliefs, and motivations—and the power to make or break any management plan (and any manager right along with it). Slap shows you how to get whatever you want from your employee culture, whether it's improved accountability, innovation, flexibility, resilience, energy, loyalty, or trust. Along the way he solves mysteries that have puzzled managers since the first Mesopotamian farmer hired some help, including: Why does an employee culture really resist change? What does it care about more than money? Why does it respond to leadership differently than to management? How does it talk to itself, and what does it mean when it won't talk to you? Why are company values the most dangerous threat to gaining its trust? If you have a wonderful employee culture, this book will help you scale it. If you have a troubled employee culture, this book will help you fix it. If you have an employee culture under pressure, this book will help you ease it. If you have a new employee culture, this book will

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help you shape it. And if you are investing in a company, this book will help you protect your greatest purchasable asset. Under the Hood is informed by immaculate research, including surveys of more than 15,000 employees from companies the world over. It's packed with original tactics that have driven performance for many organizations and countless managers. And it includes jaw-dropping inside stories of employee cultures from the likes of Samsung, Oracle, Progressive, CNN during wartime, Paul McCartney's band, and the Super Bowl film crew. It's all delivered in classic Stan Slap style: profound and provocative, heartfelt and often hysterical. This is not simply a management book; it is the business case for humanity. Management advice doesn't get realer or more important than this.

Total quality management (TQM), reengineering, the workplace of the twenty-first century--the 1990s have brought a sense of urgency to organizations to change or face stagnation and decline, according to *Enhancing Organizational Performance*. Organizations are adopting popular management techniques, some scientific, some faddish, often without introducing them properly or adequately measuring the outcome. *Enhancing Organizational Performance* reviews the most popular current approaches to organizational change--total quality management, reengineering, and downsizing--in terms of how they affect organizations and people, how performance improvements can be measured, and what questions remain to be answered by researchers. The committee explores how theory, doctrine, accepted wisdom, and personal experience have all served as sources for organization design. Alternative organization structures such as teams, specialist networks, associations, and virtual organizations are examined. *Enhancing Organizational Performance* looks at the influence of the organization's norms, values, and beliefs--its culture--on people and their performance,

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identifying cultural "levers" available to organization leaders. And what is leadership? The committee sorts through a wealth of research to identify behaviors and skills related to leadership effectiveness. The volume examines techniques for developing these skills and suggests new competencies that will become required with globalization and other trends. Mergers, networks, alliances, coalitions--organizations are increasingly turning to new intra- and inter-organizational structures. Enhancing Organizational Performance discusses how organizations cooperate to maximize outcomes. The committee explores the changing missions of the U.S. Army as a case study that has relevance to any organization. Noting that a musical greeting card contains more computing power than existed in the entire world before 1950, the committee addresses the impact of new technologies on performance. With examples, insights, and practical criteria, Enhancing Organizational Performance clarifies the nature of organizations and the prospects for performance improvement. This book will be important to corporate leaders, executives, and managers; faculty and students in organizational performance and the social sciences; business journalists; researchers; and interested individuals.

Warning: *Becoming TIGERS - Leading Your Team to Success*, is not your father's business book. In this emotionally engaging business fable, Dianne Crampton take us on a transformative journey through the jungle of myths, mistakes, and mastery of leadership. Toyota's world-renowned success proves that just-in-time (JIT) makes other manufacturing practices obsolete. This simple but powerful book is based on the seminars given by Taiichi Ohno and other senior production staff to introduce Toyota's own supplier companies to JIT. It teaches the philosophy and implementation of what many call the most efficient production

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system in the world. Provides a clear structure for an introductory JIT training program. Explains every aspect of the JIT system, including how to set it up and how to refine it once it's in place. Shows how to use a simple visual system to control the production process. Every day more American companies are learning that JIT works outside Japan. Now you can get started with this step-by-step book which guides you through the implementation process. Every engineer, manager, supervisor, and worker should read this book to get the clearest, simplest, and most complete introduction to JIT available in English. Results at American companies after reading this book: Lead-time on one product was reduced from 12 weeks to 4 days. Setup time on a large blanking press was reduced from eight hours to one minute and four seconds. Work-in-process has been reduced 50 percent plant-wide. Factory floor space was opened up 30 to 40 percent in every one of their plants.

In *Developing Lean Leaders at all Levels* we build on the theory in the original book, *The Toyota Way to Lean Leadership*, and answer the questions: How can I apply this in my organization? What concrete actions can I take to begin the journey of becoming a lean leader? How can I spread this learning to all parts of the organization? What critical tools are needed to turn the theory to practice? This book adds examples from over twenty years of experience by Dr. Liker in working with companies outside of Toyota. The book treats you as a student who will be actively engaged in developing lean leader skills as you read. It acts as a tutorial for beginning the journey.

How to speed up business processes, improve quality, and cut costs in any industry In factories around the world, Toyota consistently makes the highest-quality cars with the fewest defects of any competing manufacturer, while using fewer man-hours, less on-hand inventory,

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and half the floor space of its competitors. The Toyota Way is the first book for a general audience that explains the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability. Complete with profiles of organizations that have successfully adopted Toyota's principles, this book shows managers in every industry how to improve business processes by: Eliminating wasted time and resources Building quality into workplace systems Finding low-cost but reliable alternatives to expensive new technology Producing in small quantities Turning every employee into a qualitycontrol inspector

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