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EXECUTIVE READ

Who: Lee Kuntz, president and certified Lean Six Sigma Black Belt, Innovation Process Design, St. Paul

What: "Product Development for the Lean Enterprise," by Michael Kennedy

Why: "Most organizations find creating the 'next big thing' risky and expensive, whether it's an innovative retirement investment, a new technology toy or online customer service. This book is a guide to creating those new products dramatically quicker, with more customer appeal and at a lower cost.

"The book is written as a fable and based on a national study. ITR is a company that has implemented a rigorous improvement method across its operations. Yet ITR is losing its primary client because of slow-to-market, high-cost new products lacking innovation. ITR determines creating products is dramatically different and even inverse in nature to controlled operation processes.

"In comparing its traditional U.S. process-based product development model to a competitor, Toyota's knowledge-based model, ITR finds Toyota delivers new products three times quicker at three times lower development costs with up to 10 times the innovation.

"Toyota's knowledge-based product development approach asks you to throw away the detailed project plans. Instead, build 'product engineers,' maximize and retain learning and implement responsibility-based planning. Replace formal project reviews with integrating events you can watch. Innovate at the components level, using previously discovered and retained learning to deliver products that act new.

"Although some people will shudder at the concepts, the results speak loudly. I found this book describes old and new innovative approaches worth considering."

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Innovation Process Design services operations organization with outstanding business process, quality, and process creation expertise. Innovation consultants are unique as process consultants certified in Lean Operations and Six Sigma. In today's competitive business environment, Innovation help operations areas create customer value, capacity, and ease organization pain. All while delivering on time, on target and in partnership.