

# KAIZEN™ TRAINING & CERTIFICATION

2024 PROGRAM

# Comprehensive Training & Certification For All Functions and Industry Sectors

**Embrace Change.** Every day, our world undergoes profound transformations, making change an inevitable and integral part of our lives. Effectively navigating and evolving with these changes is a crucial skill set. With rapid global shifts and the pervasive influence of new technologies, change has become swift and impactful. Within this dynamic landscape, the KAIZEN™ Training & Certification takes center stage.

Our goal is to cultivate proficiency in **continuous improvement**, imparting knowledge through **theoretical understanding and hands-on practice**. Through exercises, simulation games, and the sharing of real success stories, the KAIZEN™ Training strives to empower participants. We aim to enable each individual to actively contribute to enhancing the outcomes of their organizations. We strive to empower every individual to actively contribute towards improving their organization's outcomes.

Furthermore, our commitment extends to **certification**, a testament to skills and the significance of the ability to navigate and instigate positive change adeptly. At KAIZEN™ Training, we guide change and certify expertise, acknowledging the value of a journey in mastering the art of adaptation and improvement.

# KAIZEN™ Training and Certification Modules

## SIX SIGMA

- Six Sigma
- Lean Six Sigma

## KAIZEN™ LEAN

- Strategy & Cultural Change
- Supply Chain
- Maintenance
- Sourcing and Procurement
- Quality
- Office: Transactional Processes
- Project Management & Product Development
- Marketing & Sales
- Digital Transformation and Industry 4.0
- Other Trainings



## SIX SIGMA

We proudly present our Six Sigma Training and Certification program to empower individuals and organizations on their journey toward operational excellence.

Six Sigma is a proven methodology to enhance efficiency, reduce defects, and optimize processes across industries. Rooted in data-driven decision-making, statistical analysis, and a relentless pursuit of perfection, Six Sigma has become a cornerstone for organizations striving to achieve and sustain operational excellence.

1. Six Sigma: White Belt
2. Six Sigma: Yellow Belt
3. Six Sigma: Green Belt
4. Six Sigma: Black Belt
5. Six Sigma: Master Black Belt





# Six Sigma: White Belt

## Introduction to Six Sigma concepts and terminology



The "White Belt" training and certification provides a comprehensive understanding of the fundamental concepts and terminology associated with Six Sigma. This qualification is suitable for individuals who may not be leading projects in this area but wish to be involved and understand the principles of Six Sigma.

### REASONS TO TAKE THIS COURSE

- Acquire a basic understanding of Six Sigma concepts and terminology;
- Understand how Six Sigma contributes to the improvement of processes in the organization;
- Develop skills to participate in Six Sigma projects;
- Establish a strong foundation for progressing to more advanced levels of certification by building an initial understanding of the Six Sigma methodology.

### TARGET AUDIENCE

Professionals from all industries and roles looking for an introduction to the core principles of Six Sigma. This course is ideal for those who want to understand the basics of continuous improvement and are at the beginning of their journey toward operational excellence.

### PROGRAM

- Introduction to Six Sigma:
  - What is Six Sigma?
  - History of Six Sigma
  - Six Sigma benefits
  - Six Sigma methodology
- History and Evolution of Six Sigma
- Roles and Responsibilities in Six Sigma
- Six Sigma Project Selection Criteria
- Six Sigma Metrics and Measurements
- Introduction to White Belt
- Continuous Improvement Foundations
- Key Concepts and Principles
- Paradigms and resistance to change
- Continuous Improvement Principles
- Process Mapping
- Value added and Waste
- 5S Methodology
- Visual Management
- Standards
- Basic Statistical Tools in Six Sigma
- DMAIC Introduction
- Continuous Improvement Change Model
- Case Studies and Practical Applications
- Introduction to Yellow Belt concepts

# Six Sigma: Yellow Belt

Basic knowledge for participation in Six Sigma projects



The "Yellow Belt" training and certification offers an in-depth understanding of the essential principles of Six Sigma. Designed for professionals who wish to contribute to projects actively, the Yellow Belt empowers participants to apply basic methodologies and tools, making them active members of Six Sigma teams.

## REASONS TO TAKE THIS TRAINING

- Gain a deeper understanding of the DMAIC methodology (Define, Measure, Analyze, Improve, and Control);
- Develop skills to contribute to Six Sigma projects actively;
- Develop abilities to collect, analyze, and interpret data relevant to improvement projects using statistical tools and simple Six Sigma methods;
- Prepare for advancement into more specialized roles in the future.

## TARGET AUDIENCE

Professionals from various fields and positions seeking to enhance their understanding of Six Sigma fundamentals. This training is ideal for those who want to contribute to the organization's improvement initiatives actively.

## PROGRAM

- Review of White Belt Concepts
- Yellow Belt Introduction
- Advanced Statistical Tools for Yellow Belts
- Define Phase:
  - Project Charter and A3 Thinking
  - Voice of the Customer (VOC)
  - Project Types and Selection
  - Critical to Quality (CTQ)
  - SIPOC Diagrams
  - Communications
  - Project Management Tools
- Measure Phase:
  - Basic Statistics
  - Data Collection Plan
  - Measurement System Analysis (MSA)
  - Capability Analysis
- Analyze Phase:
  - Data analysis
  - Basic Root Cause Analysis
  - Correlation and Regression Analysis
  - Hypothesis Testing
- Improve Phase:
  - Brainstorming Techniques
  - Solution Implementation
  - Failure Modes and Effects Analysis (FMEA)
  - Eliminating Waste
  - Work Balancing
  - Total Productive Maintenance
  - KAIZEN™ Events
  - Gemba Walks
  - PDCA (Plan-Do-Check-Act)
  - Cost Benefit Analysis
- Control Phase:
  - Statistical Process Control (SPC)
  - Control Plan
  - Monitoring and Sustaining Improvements
  - Standardization & Documentation
- Case Studies and Practical Applications
- Introduction to Green Belt concepts

# Six Sigma: Green Belt

Advanced knowledge for Six Sigma project leadership



The 'Green Belt' training and certification is ideal for individuals aspiring to lead Six Sigma projects. This program enhances knowledge in statistical analysis and advanced techniques, empowering Green Belts to spearhead process improvement projects and play a pivotal role in the practical implementation of Six Sigma.

## REASONS TO TAKE THIS TRAINING

- Develop leadership skills to take a more prominent role in leading Six Sigma projects, being responsible for leading teams and managing resources effectively;
- Deepen the knowledge and application of advanced statistical analysis in projects;
- Improve the ability to interpret complex statistical results, using these interpretations to guide informed decision-making;
- Be able to contribute significantly to the efficiency and quality of organizational processes.

## TARGET AUDIENCE

Professionals who want to lead improvement projects. Ideal for anyone who wants to play a leading role in implementing Six Sigma practices in their organization.

## PROGRAM

- Review of Yellow Belt Concepts
- Green Belt Introduction
- Advanced Statistical Tools for Green Belts
- Define Phase:
  - Advanced Project Selection
  - Advanced VOC Analysis
- Measure Phase:
  - Advanced Capability Analysis
  - Gauge R&R
  - Process Performance Metrics
- Analyze Phase:
  - Advanced Statistical Analysis
  - Advanced Hypothesis Testing
  - Root Cause Analysis Tools
- Improve Phase:
  - Advanced Design of Experiments (DOE) Techniques
  - Simulation for Process Optimization
  - Mistake Proofing (Poka Yoke)
  - Kaizen Events
- Control Phase:
  - Control Phase Overview
  - Advanced SPC Techniques
  - Advanced Control Plan Development
  - Control Phase Transition
- Case Studies and Practical Applications
- Introduction to Black Belt concepts



# Six Sigma: Black Belt

Expertise for leading complex Six Sigma projects



The 'Black Belt' training and certification is ideal for Six Sigma experts capable of leading complex improvement projects. With advanced knowledge in statistics and Six Sigma methodologies, Black Belts play a central role in identifying and resolving critical issues.

## REASONS TO TAKE THIS TRAINING

- Deepen expertise in advanced Six Sigma methodologies;
- Become a full-time project leader with strategic skills to implement large-scale changes;
- Develop mentoring and coaching competencies to guide Green Belts and Yellow Belts;
- Understand how to align Six Sigma projects with the organization's global strategy, ensuring initiatives contribute to long-term success;
- Contribute to a measurable impact on the organization's financial and operational results.

## TARGET AUDIENCE

Project leaders and managers responsible for driving strategic improvement initiatives. Appropriate for professionals who want to significantly impact the company's operational efficiency and bottom line.

## PROGRAM

- Review of Green Belt Concepts
- Black Belt Introduction
- Advanced Statistical Tools for Black Belts
- Enterprise Leadership
- Handling Roadblocks
- Change and Team Management
- Define Phase:
  - Performance and Financial Measures
  - Advanced project charter development and Tracking
  - Complex Project Management
  - Project selection and prioritization
  - Critical to Quality (CTQ) identification for multiple projects
- Measure Phase:
  - Complex data collection strategies
  - Advanced MSA
  - Exploratory Data Analysis
  - Probability
  - Advanced Capability Analysis
- Analyze Phase:
  - Multivariate Analysis
  - Advanced Regression Analysis
  - Advanced Root Cause Analysis
  - Meta-analysis for process improvement
- Improve Phase:
  - Design of Experiments (DOE) for complex systems
  - Design for Six Sigma (DFSS)
  - Advanced Optimization and Simulation Techniques
  - Advanced Lean Tools
- Control Phase:
  - Advanced and Integrated SPC for Complex Processes
  - Control plans for Multiple Processes
  - Statistical Tolerance Analysis
  - Sustain Improvements
- Case Studies and Practical Applications
- Introduction to Master Black Belt concepts

# Six Sigma: Master Black Belt

Mastery in the Strategic Management of Continuous Improvement in the Organization



The 'Master Black Belt' training and certification represents the highest level of expertise in Six Sigma. These leaders are experienced mentors who provide strategic guidance and technical support to Black Belts and Green Belts. Master Black Belts play a crucial role in implementing Six Sigma throughout the organization.

## REASONS TO TAKE THIS TRAINING

- Develop expertise to become a specialist in a wide range of Six Sigma tools, adapting them according to the unique needs of the organization;
- Contribute to methodological innovation by identifying and implementing advanced approaches to address specific challenges;
- Provide a strategic vision to guide Six Sigma implementation throughout the organization, integrating initiatives with long-term objectives;
- Develop skills to lead the resolution of critical problems and crises, providing a structured and effective approach to restore operational stability.

## TARGET AUDIENCE

Experienced Six Sigma professionals who are looking for a higher level of expertise. Aimed at leaders who play a crucial role in implementing continuous improvement strategies across the organization.

## PROGRAM

- Review of Black Belt Concepts
- Master Black Belt Introduction
- Advanced Statistical Tools for Master Black Belts
- Leadership in Continuous Improvement:
  - Visionary leadership for Lean Six Sigma
  - Organizational strategy alignment
  - Change leadership at the enterprise level
- Value Stream Selection
- Project Planning Phase:
  - Value Stream Analysis (Value Stream Mapping & Design)
  - Transformation Roadmap & Business case
- Project Implementation Phase
- Project Management
  - Mission Control
  - Value review
- Strategy Management:
  - Strategy Review
  - Voice of the Customer (VOC)
  - X-Matrix
  - Hoshin Deployment
  - Breakthrough Priorities
  - Bowler Charts
  - Hoshin Review
- Supply Chain Excellence
- Sales & Marketing Excellence
- Ideation & Design Thinking
- Lean Product Development
- Product & Price Optimization
- Organizational Culture Transformation:
  - Building a culture of continuous improvement
  - Sustaining Six Sigma principles
  - Cultural assessment and improvement strategies
- Coaching and Mentoring:
  - Advanced coaching techniques for Green, Black, and other Belts
  - Developing a coaching culture
  - Mentoring high-potential individuals
- Case Studies and Practical Applications

## LEAN SIX SIGMA

We proudly present our Lean Six Sigma Training and Certification program to empower individuals and organizations on their journey toward operational excellence.

Lean Six Sigma seamlessly integrates the principles of Six Sigma with Lean methodologies, focusing on efficiency, defect reduction, and process optimization across diverse industries. By combining the rigor of Six Sigma with the flexibility and waste elimination principles of Lean, our training and certification program is tailored to meet the evolving needs of modern organizations.

1. Lean Six Sigma: White Belt
2. Lean Six Sigma: Yellow Belt
3. Lean Six Sigma: Green Belt
4. Lean Six Sigma: Black Belt
5. Lean Six Sigma: Master Black Belt



# Lean Six Sigma: White Belt

## Introduction to Lean Six Sigma concepts and terminology



The "White Belt" training and certification provides a comprehensive understanding of the fundamental concepts and terminology associated with Lean Six Sigma. This qualification is suitable for individuals who may not be leading projects in this area but wish to be involved and understand the principles of Lean Six Sigma.

### REASONS TO TAKE THIS TRAINING

- Acquire a basic understanding of Lean Six Sigma concepts and terminology;
- Understand how Lean Six Sigma contributes to process improvement in the organization;
- Develop skills to participate in Lean Six Sigma projects;
- Establish a strong foundation for progressing to more advanced levels of certification, building an initial understanding of the Lean Six Sigma methodology.

### TARGET AUDIENCE

Professionals from all industries and roles looking for an introduction to the fundamental principles of Lean Six Sigma. This course is ideal for those who want to understand the basics of continuous improvement and are at the beginning of their journey toward operational excellence.

### PROGRAM

- Introduction to Lean Six Sigma:
  - What is Lean Six Sigma?
  - History of Lean Six Sigma
  - Lean Six Sigma benefits
  - Lean Six Sigma methodology
- Introduction to White Belt
- Continuous Improvement Foundations
- Paradigms and resistance to change
- Continuous Improvement Principles
- Lean Six Sigma Tools:
  - Value stream mapping
  - Value added and Waste
  - 5S
  - Visual Management
  - Kanban
  - Just-in-time
  - Standards
- DMAIC Introduction
- Continuous Improvement Change Model
- Case Studies and Practical Applications
- Introduction to Yellow Belt concepts



# Lean Six Sigma: Yellow Belt

Basic knowledge for participation in Lean Six Sigma projects



The "Yellow Belt" training and certification offers an in-depth understanding of the essential principles of Lean Six Sigma. Designed for professionals who wish to contribute to projects actively, the Yellow Belt empowers participants to apply basic methodologies and tools, making them active members of Lean Six Sigma teams.

## REASONS TO TAKE THIS TRAINING

- Gain a deeper understanding of the DMAIC methodology (Define, Measure, Analyze, Improve, and Control);
- Develop skills to contribute to Lean Six Sigma projects actively;
- Develop abilities to collect, analyze, and interpret data relevant to improvement projects using statistical tools and simple Six Sigma methods;
- Prepare for advancement into more specialized roles in the future.

## TARGET AUDIENCE

Professionals from various fields seeking to enhance their understanding of Lean Six Sigma principles. This training is ideal for those who want to contribute to the organization's improvement initiatives actively.

## PROGRAM

- Review of White Belt Concepts
- Yellow Belt Introduction
- Advanced Statistical Tools for Yellow Belts
- Improvement Events and A3 thinking
- Four Quadrant Analysis
- Facilitation techniques
- Production Flow Improvement:
  - Standard work and SMED
- Information Flow Improvement
- SIPOC & Process Mapping
- Maintenance Improvement:
  - Overall Equipment Effectiveness (OEE)
  - Kobetsu KAIZEN™
- Lean Principles Integration:
  - Eliminating waste
  - Pull Flow
  - Value stream mapping
  - Just-In-Time (JIT) principles
  - Total Productive Maintenance (TPM)
- DMAIC:
  - Define Phase:
    - Project Charter and A3 Thinking
    - Voice of the Customer (VOC)
    - Communications
    - Project Management Tools
  - Measure Phase:
    - Data Collection Plan
    - Measurement System Analysis (MSA)
    - Capability Analysis
  - Analyze Phase:
    - Data analysis
    - Basic Root Cause Analysis
    - Correlation and Regression Analysis
    - Hypothesis Testing
  - Improve Phase:
    - Solution Implementation
    - Failure Modes and Effects Analysis (FMEA)
    - Total Productive Maintenance
    - KAIZEN™ Events
    - Cost Benefit Analysis
  - Control Phase:
    - Statistical Process Control (SPC)
    - Monitoring and Sustaining Improvements
- Team Collaboration and Leadership
- Risk Management
- Case Studies and Practical Applications
- Introduction to Green Belt concepts

# Lean Six Sigma: Green Belt

Advanced knowledge for Lean Six Sigma project leadership



The 'Green Belt' training and certification is ideal for individuals aspiring to lead Lean Six Sigma projects. This program enhances knowledge in statistical analysis and advanced techniques, empowering Green Belts to spearhead process improvement projects and play a pivotal role in the practical implementation of Lean Six Sigma.

## REASONS TO TAKE THIS TRAINING

- Develop leadership skills to take a more prominent role in leading Lean Six Sigma projects, being responsible for guiding teams and managing resources effectively;
- Deepen knowledge and application of advanced statistical analyses in projects;
- Enhance the ability to interpret complex statistical results, using these interpretations to guide informed decision-making;
- Be able to contribute significantly to the efficiency and quality of organizational processes.

## TARGET AUDIENCE

Professionals who want to lead improvement projects. Ideal for anyone who wants to play a leading role in implementing Lean Six Sigma practices in their organization.

## PROGRAM

- Review of Yellow Belt Concepts
- Green Belt Introduction
- Advanced Statistical Tools for Green Belts
- Improvement Projects:
  - Value Stream Mapping & Design
- Flow Improvement:
  - Layout & Line Design
  - Supermarkets
  - Mizusumashi
  - Synchronization & Levelling
  - Pull planning
- Maintenance Improvement
  - Autonomous Maintenance
  - Planned Maintenance
- DMAIC:
  - Define Phase:
    - Advanced Project Selection
    - Advanced VOC Analysis
  - Measure Phase:
    - Advanced Capability Analysis
    - Gauge R&R
    - Process Performance Metrics
  - Analyze Phase:
    - Advanced Statistical Analysis
    - Advanced Hypothesis Testing
    - Root Cause Analysis Tools
  - Improve Phase:
    - Advanced Design of Experiments (DOE) Techniques
    - Simulation for Process Optimization
  - Control Phase:
    - Advanced Control Plan Development
    - Statistical process control (SPC) for complex processes
- Case Studies and Practical Applications
- Introduction to Black Belt concepts

# Lean Six Sigma: Black Belt

Expertise to lead complex Lean Six Sigma projects



The 'Black Belt' training and certification is ideal for Lean Six Sigma experts capable of leading complex improvement projects. With advanced knowledge in statistics and Lean Six Sigma methodologies, Black Belts play a central role in identifying and resolving critical issues.

## REASONS TO TAKE THIS TRAINING

- Deepen expertise in advanced Lean Six Sigma methodologies;
- Become a full-time project leader with strategic skills to implement large-scale changes;
- Develop mentoring and coaching competencies to guide Green Belts and Yellow Belts;
- Understand how to align Lean Six Sigma projects with the organization's global strategy, ensuring initiatives contribute to long-term success;
- Contribute to a measurable impact on the organization's financial and operational results.

## TARGET AUDIENCE

Project leaders and managers responsible for driving strategic improvement initiatives. Appropriate for professionals who want to significantly impact the company's operational efficiency and bottom line.

## PROGRAM

- Review of Green Belt Concepts
- Black Belt Introduction
- Advanced Statistical Tools for Black Belts
- Value Stream Selection
- Project Planning Phase:
  - Value Stream Analysis (Value Stream Mapping & Design)
  - Transformation Roadmap & Business case
  - Project Implementation Phase
  - Project Management
  - Mission Control
  - Value review
- Leader Standard Work and Gemba Walks
- Kata Coaching
- DMAIC:
  - Define Phase:
    - Project selection and prioritization
    - Advanced project charter development
    - Critical to Quality (CTQ) identification for multiple projects
  - Measure Phase:
  - Complex data collection strategies
    - Process capability for multiple processes
    - Advanced MSA
  - Analyze Phase:
    - Advanced statistical techniques for multiple variables
    - Advanced regression analysis
    - Meta-analysis for process improvement
  - Improve Phase:
    - Design of Experiments (DOE) for complex systems
    - Design for Six Sigma (DFSS)
    - Advanced Optimization and Simulation Techniques
    - Advanced Lean Tools
  - Control Phase:
    - Control plans for multiple processes
    - Integrated Statistical Process Control (SPC)
- Advanced Project Management:
  - Portfolio management
  - Resource optimization for multiple projects
  - Project risk management for complex initiatives
- Lean Industry 4.0
- Case Studies and Practical Applications
- Introduction to Master Black Belt concepts

# Lean Six Sigma: Master Black Belt

Mastery in the Strategic Management of Continuous Improvement in the Organization



The 'Master Black Belt' training and certification represents the highest level of expertise in Lean Six Sigma. These leaders are experienced mentors who provide strategic guidance and technical support to Black and Green Belts. Master Black Belts play a fundamental role in implementing Lean Six Sigma throughout the organization.

## REASONS TO TAKE THIS TRAINING

- Develop expertise to become a specialist in a wide range of Lean Six Sigma (LSS) tools and techniques, adapting them according to the unique needs of the organization;
- Contribute to methodological innovation by identifying and implementing advanced approaches to address specific challenges;
- Provide a strategic vision to guide LSS implementation throughout the organization, integrating initiatives with long-term objectives;
- Develop skills to lead the resolution of critical problems and crises, providing a structured and effective approach to restore stability.

## TARGET AUDIENCE

Experienced Lean Six Sigma professionals who are looking for a higher level of expertise. It is aimed at leaders who play a crucial role in implementing continuous improvement strategies across the organization.

## PROGRAM

- Review of Belt Concepts
- Master Black Belt Introduction
- Leadership in Continuous Improvement:
  - Visionary leadership for Lean Six Sigma
  - Organizational strategy alignment
  - Change leadership at the enterprise level
- Advanced Statistical Tools for Master Black Belts
- Strategy Management:
  - Strategy Review
  - Voice of the Customer (VOC)
  - X-Matrix
  - Hoshin Deployment
  - Breakthrough Priorities
  - Bowler Charts
  - Hoshin Review
- Sales & Marketing Excellence
- Ideation & Design Thinking
- Lean Product Development
- Product & Price Optimization
- Sustainability Excellence
- Organizational Culture Transformation:
  - Building a culture of continuous improvement
  - Sustaining Lean Six Sigma principles
  - Cultural assessment and improvement strategies
- Coaching and Mentoring:
  - Advanced coaching techniques for Green, Black, and other Belts
  - Developing a coaching culture
  - Mentoring high-potential individuals
- Case Studies and Practical Applications



## STRATEGY & CULTURAL CHANGE

In our commitment to empowering individuals and organizations on the path to operational excellence, we are delighted to introduce our **Strategy and Cultural Change Training and Certification**.

These trainings instigate profound shifts in organizational strategy and culture. It equips participants with the knowledge and skills to navigate strategic transformations and foster cultural change within their organizations. Our program is designed to catalyze sustained excellence in a rapidly evolving business landscape.

1. KAIZEN™ Foundations
2. Team Management
3. Value Stream Design
4. Strat to Action
5. Agile Organizations
6. Change Management & Business Transformation
7. Kata Coaching & Kata Improvement
8. KAIZEN™ Leaders Program
9. 5S: The foundations of Cultural Change
10. Continuous Improvement Event Management



# KAIZEN™ Foundations

## Foundations for Developing a Culture of Continuous Improvement



The KAIZEN™ Foundations seminar explores the essential principles of KAIZEN™ and introduces the KAIZEN™ Change Management Model, providing the foundation for implementing a culture of continuous improvement.

### REASONS TO TAKE THIS TRAINING

- Strengthen and consolidate the organization's culture of improvement;
- Prepare the organization to deal with changes in the work environment proactively;
- Understand the most effective model for implementing and sustaining a culture of improvement in the organization;
- Learn to identify waste and opportunities for improvement in organizational processes;
- Promote an environment that fosters active and collaborative problem-solving.

### TARGET AUDIENCE

Professionals from different areas and hierarchical levels who are interested in understanding the fundamental principles of KAIZEN™ and learning how to apply continuous improvement techniques in their daily activities.

### PROGRAM

- Introduction to KAIZEN™
- Paradigms and resistance to change
- KAIZEN™ Change Model
- Principles of Lean KAIZEN™
- Basic Continuous Improvement Tools
- Simulation Exercises
- Case Studies

# Team Management

Daily Management Improvement and Cultural Change. The Team Leader Development Program.



The "Team Management" seminar provides an approach to boost the daily management of natural teams, focusing on the Leader's role.

## REASONS TO TAKE THIS TRAINING

- Learn to improve team communication and collaboration;
- Know how to organize the team to optimize its performance and achieve the strategic objectives;
- Develop skills to solve daily problems;
- Strengthen leadership, planning, and control skills;
- Cultivate a proactive mindset towards change and adaptability;
- Improve training capability and effective conflict management;
- Understand how to elevate the level of emotional intelligence.

## TARGET AUDIENCE

Team leaders, directors, and other professionals involved in managing teams that seek to improve operational efficiency, promote continuous improvement in daily management, and lead cultural change processes.

## PROGRAM

- KAIZEN™ Change Model
- Daily KAIZEN™ Planning
  - Leader's Standard Work
  - Team Development Plan
- Daily Management
- Standardization
- Training & Coaching
- Advanced Problem-Solving
- Simulation Exercises
- Case Studies

# Value Stream Design

## Value Stream Improvement Methodology



### PROGRAM

- KAIZEN™ Change Model
- Value Stream Analysis
- Mission Control
- KAIZEN™ Events
  - A3 Thinking
  - Facilitation Techniques
  - Event Closing
- Value Review
- Simulation Exercises
- Case Studies

The "Value Stream Design" training presents a structured approach to business process improvement. It starts by analyzing the current value stream, then proceeds to identify improvement opportunities, and culminates in developing the future vision and formulation of the implementation plan.

### REASONS TO TAKE THIS TRAINING

- Acquire knowledge about the best methodologies for value stream mapping and developing an optimized future vision;
- Master techniques to execute successful projects with a significant impact on critical organizational processes;
- Familiarize yourself with approaches to conduct highly productive project meetings, promoting focused and effective discussions;
- Acquire the skills to create empowered project teams with the autonomy to make decisions and manage risks;
- Enhance stakeholder management and engagement throughout the process, promoting their active participation in project success.

### TARGET AUDIENCE

Professionals involved in value chain management include operations directors, plant managers, process engineers, and those responsible for Lean.



# Strat to Action

## Defining and Deploying Hoshin Kanri Strategy



The "Strat to Action" seminar introduces techniques to improve processes related to the formulation and execution of a business strategy, employing pragmatic strategic planning and problem-solving techniques.

### REASONS TO TAKE THIS TRAINING

- Acquire skills to develop a comprehensive strategic plan that incorporates a culture of continuous improvement;
- Master the implementation of strategic planning that not only directs but also ensures results aligned with long-term objectives;
- Ensure the successful implementation of strategic initiatives, going beyond planning and achieving tangible results;
- Develop skills to engage the organization in strategy execution, promoting a collaborative approach;
- Learn techniques for efficient and agile planning and control processes.

### TARGET AUDIENCE

Directors, top leaders, continuous improvement leaders, and professionals involved in the development and execution of organizational strategies.

### PROGRAM

- KAIZEN™ Change Model
- KAIZEN™ Foundations in Strategy and Breakthrough KAIZEN™
- Strategic Planning
- Hoshin Kanri - Strategy Deployment & X-Matrix
- Critical Thinking Process: Defining Strategic Goals
- Planning Phases and Value Stream Analysis
- Catchball: Deploying Improvement Priorities
- KAIZEN™ Event Concept
- Monthly Review Process: Bowler Chart & Countermeasures
- Hoshin Review: Annual Strategy Review Process
- Simulation Exercises
- Case Studies

# Agile Organizations

End-to-End Transformation of the Organization - People, Processes, Strategy, Structure and Technology



The "Agile Organizations" seminar explores various models of business organizations, emphasizing the benefits and essential changes for implementing an agile value chain structure focused on the customer.

## REASONS TO TAKE THIS TRAINING

- Master the process of establishing an organizational structure based on value streams;
- Acquire techniques to overcome challenges during organizational transformation;
- Understand in detail the step-by-step transition to an agile organization;
- Understand the main differences between traditional structures and agile organizations.

## TARGET AUDIENCE

Directors, top leaders, continuous improvement leaders, and professionals interested in the agile transformation of organizations, covering aspects such as culture, processes, strategy, organizational structure, and technology.

## PROGRAM

- Introduction to Agile Organizations
- Organizational Structures
- Concept of Organization by Value Streams
- Step-by-step of the Transformation Process
- KPIs Definition by Value Stream
- Daily management dynamics for each Value Stream or business unit
- Redefining Processes in Agile Structures
- Strategic Analysis and Strategy Deployment Process in Agile Organizations
- Simulation Exercises
- Case Studies

# Change Management & Business Transformation

Strategies for Effective Change Management and Business Transformation



The "Change Management & Business Transformation" course provides a comprehensive understanding of how to organize the company for continuous improvement using an effective change management model.

## REASONS TO TAKE THIS TRAINING

- Understand the KAIZEN™ Business System and KAIZEN™ Change Management models for change management and business transformation;
- Discover the step-by-step process to create a successful change management model, including modules for management teams and other methodology modules for the entire organization;
- Learn to develop a business transformation roadmap based on clear methodologies through integrated and coordinated projects in daily management, continuous improvement, strategy, and transformation.

## TARGET AUDIENCE

Directors, leaders, or members of continuous improvement or transformation teams and other professionals interested in conducting business transformation processes.

## PROGRAM

- KAIZEN™ Business System and KAIZEN™ Change Management Models
- Daily KAIZEN™ model and continuous improvement for the sustainability of transformations
- Strat KAIZEN™ model focused on the agility of changes and their impact on the company's growth
- Value Stream KAIZEN™ model, key in the implementation of business transformation
- Specific methodologies for the transformation of operational results through projects
- Specific methodologies to boost growth and sales results
- Simulation Exercises
- Case Studies



# Kata Coaching & Kata Improvement

Improvement of the Coaching Process to Create new Habits



The "Kata Coaching & Kata Improvement" training focuses on a methodology that empowers leaders to acquire essential skills for effective coaching execution. This enables teams to turn new processes into habits through structured routines (Kata). Kata improvement involves analyzing a process or habit, defining improvements, implementing them, and incorporating this new process as a habit.

## REASONS TO TAKE THIS TRAINING

- Acquire the essential knowledge for effective coaching;
- Understand the process of turning improvements into habits through structured routines;
- Learn the step-by-step implementation of the Kata Coaching methodology in the company;
- Develop a system and culture to drive individual skills in the organization by implementing coaching dynamics;
- Learn how to challenge people's development according to the skills needed for their roles

## TARGET AUDIENCE

Team leaders from various hierarchical levels and professionals interested in learning and applying Kata Coaching and Kata Improvement practices to drive operational excellence and growth.

## PROGRAM

- Structured improvement process and the need for coaching to sustain it
- Creation of structured routines in a deliberate way to create habits
- Planning coaching routines
- Pre-coaching preparation
- Coaching: the keys to the effectiveness of dynamics
- Training a coach: step by step
- Simulation Exercises
- Case Studies



# KAIZEN™ Leaders Program

## Kaizen Lean Leadership Best Practices



The "KAIZEN™ Leaders Program" focuses on KAIZEN™ Lean best practices to transform management teams into 100% committed and engaged teams in continuous improvement, leading by example.

### REASONS TO TAKE THIS TRAINING

- Understand the KAIZEN™ Leaders daily management program, focused on effective leadership in continuous improvement and cultural change;
- Master best practices in strategic management by applying the Hoshin Kanri model;
- Understand the optimal approach to transform an organization and lead it towards excellence;
- Acquire techniques for developing leadership skills effectively;
- Explore management tools designed to boost the skills and capabilities of organizational leaders.

### TARGET AUDIENCE

Leaders from different hierarchical levels, including directors, managers, and supervisors, who wish to deepen their knowledge and develop their leadership skills to promote continuous improvement.

### PROGRAM

- Introduction to the Daily Management Model of KAIZEN™ Leaders
- Visual Dashboards, Indicator Management and Action Plans
- Effective Meetings
- Reinforcing behaviors and sustainability of the transformation through Gemba Walk
- Optimizing the directors' Agenda
- Analysis and Improvement of leaders' key tasks
- Strategic Management and the Hoshin Kanri Model
- Strategy Tracking, Countermeasures Culture
- Simulation Exercises
- Case Studies

# 5S: The foundations of Cultural Change

One of the Foundations for Operational Excellence



The "5S: The Foundations of Cultural Change" course explores the implementation of the 5S methodology in various areas of the company, considering it as a fundamental element of a cultural change program.

## REASONS TO TAKE THIS TRAINING

- Master the step-by-step application of the 5S method;
- Understand the benefits of 5S in cultural change;
- Learn about best practices for implementing 5S in various areas;
- Understand how simple standards can significantly improve organizational culture;
- Develop sustainability techniques to ensure the efficient organization of spaces over time.

## TARGET AUDIENCE

Professionals from all areas interested in learning and implementing 5S practices to promote an organized and efficient work environment.

## PROGRAM

- 5S as a strategy for cultural change
- Step-by-step implementation of 5S
- 5S in production areas
- 5S in maintenance areas
- 5S in warehouses and logistics areas
- 5S in office areas
- 5S in virtual space
- Simulation Exercises
- Case Studies

# Continuous Improvement Event Management

Improving the Planning and Management of KAIZEN™ Workshops



The "Continuous Improvement Event Management" training aims to establish the foundations of effective management for workshops or events associated with continuous improvement activities.

## REASONS TO TAKE THIS TRAINING

- Learn how to successfully execute KAIZEN™ workshops;
- Master and apply workshop facilitation techniques to ensure sessions are dynamic and impactful;
- Learn about the A3 work model in KAIZEN™ Events and the corresponding reporting system;
- Understand the importance of visual management in KAIZEN™ Events;
- Learn basic project management tools to improve efficiency in implementing improvements.

## TARGET AUDIENCE

Professionals involved in the organization and execution of continuous improvement events, including team leaders and members of the continuous improvement team.

## PROGRAM

- Concept and Principles of a Workshop (teamwork event)
- Workshop Initiation and preparation
- Visual Management Concepts Applied to Workshop Follow-up: Mission Control Room
- How to facilitate and energize a Workshop
- 9-step A3 model
- Workshop Closing
- Simulation Exercises
- Case Studies

## SUPPLY CHAIN

In our commitment to empowering individuals and organizations on the journey toward operational excellence, we are excited to present our **Supply Chain Training and Certification**.

These specialized programs aim to spark transformative shifts in organizational strategy and culture within supply chain management. Participants will gain valuable insights and acquire practical tools to streamline processes, optimize logistics, and cultivate a culture of continuous improvement. By taking our Supply Chain Training and Certification, individuals will be better equipped to navigate dynamic business challenges and contribute to the thriving success of their organizations.

1. Lean Manufacturing
2. Monozukuri and Supply Chain Cost Reduction
3. Lean Line Design
4. SMED - Changeover Time Optimization
5. KAIZEN™ in Logistics and Supermarket Design
6. Advanced Lean Stock Management - Pull Planning
7. Logistics Operations Optimization





# Lean Manufacturing

## Production Operations Optimization



The "Lean Manufacturing" training empowers professionals and companies to optimize production and internal logistics through the Just-In-Time model, efficiently integrating Logistics, Planning, and Production.

### REASONS TO TAKE THIS TRAINING

- Acquire skills to create flow in production, boosting efficiency and reducing costs;
- Master methodologies for significant reduction of changeover times;
- Familiarize yourself with effective tools to improve internal logistics processes;
- Optimize production planning procedures;
- Harmonize the relationship between Production and Logistics processes for more efficient collaboration.

### TARGET AUDIENCE

Professionals involved in managing and operating production processes, such as plant directors, production directors and engineers, line supervisors, and operations directors.

### PROGRAM

- Lean Manufacturing Model
- Production Flow
  - Layout & Line Design
  - Standard Work
  - SMED
  - Low-Cost Automation
- Internal Logistics Flow
  - Supermarkets
  - Mizusumashi
  - Synchronization (Kanban/Junjo)
  - Leveling and Pull Planning
- Industry 4.0 and KAIZEN™ Analytics features and applications in Production
- Simulation Exercises
- Case Studies

# Monozukuri and Supply Chain Cost Reduction

Supply Chain Excellence to Deliver Value and Reduce Waste



The "Monozukuri and Supply Chain Cost Reduction" course explores the Monozukuri methodology, focusing on cost reduction by comprehensively considering the entire product and supply value chain.

## REASONS TO TAKE THIS TRAINING

- Learn to identify, quantify, and prioritize key cost reduction opportunities while maintaining high quality and service standards throughout the value chain;
- Understand the main techniques for cost analysis and improvement at different stages of the value and supply chain;
- Recognize the advantages of applying Industry 4.0 and KAIZEN™ Analytics in production.

## TARGET AUDIENCE

Professionals interested in Monozukuri (efficient manufacturing) practices and cost reduction in the supply chain, including supply chain directors, chief operating officers, and continuous improvement professionals.

## PROGRAM

- Monozukuri Diagnostics: Detection, Analysis, and Prioritization of Cost Reduction Opportunities
- Step-by-step Monozukuri Workshop
- Cost reduction methodologies applicable in the different dimensions of the value chain:
  - Cost reduction in product design.
  - Cost reduction in the production process
  - Cost reduction in logistics and packaging
  - Cost reduction in the Supply Chain and Supplier Management
  - Make or buy
  - Synchronization and improvement of planning with suppliers
- Industry 4.0 and KAIZEN™ Analytics features and applications in Production
- Simulation Exercises
- Case Studies

# Lean Line Design

Flow creation and workstations improvement



The "Lean Line Design" course provides a comprehensive understanding of layout typologies and principles of operations integration, empowering participants to master techniques for designing flexible lines and implementing one-piece flow.

## REASONS TO TAKE THIS TRAINING

- Acquire knowledge in flexible line design techniques and One-Piece Flow (Shojinka lines);
- Learn to balance lines according to the workload and variability;
- Develop skills to design workstations and maximize productivity;
- Learn to design a border of line according to the product type, consumption per reference, and size, among other factors.

## TARGET AUDIENCE

Process engineers, factory layout specialists, line managers, and professionals involved in optimizing production processes and improving jobs.

## PROGRAM

- Functional Layout Concept and Flow Layout
- Design of Flexible Lines and One-Piece Flow
- Concept of Flexibility in the lines. Shojinka
- Daisy and Chaku-Chaku Lines
- Job Balancing and Task Leveling
- Line balancing with high variability. Mura Stations
- Border of Line Design.
- Standard Work & Workstation Design
- Industry 4.0 and KAIZEN™ Analytics features and applications in Production
- Simulation Exercises
- Case Studies



# SMED - Changeover Time Optimization

Single-Minute Exchange of Die: Methodology to reduce the tool or setup changeover time



The "SMED - Changeover Time Optimization" course helps understand the importance of reducing and optimizing reference changeover times within the KAIZEN™ philosophy. It provides a well-structured methodology to achieve this.

## REASONS TO TAKE THIS TRAINING

- Understand the concept of creating flow and achieve production leveling;
- Learn about the SMED methodology;
- Establish the purpose, when, and where to apply the SMED methodology;
- Learn how to standardize the new operation and train people;
- Learn how to quantify the benefits of SMED;
- Learn how reducing changeover times improves flexibility and reduces production batches and stock levels.

## TARGET AUDIENCE

Professionals responsible for managing setup changes in production processes, including production engineers, operations directors, and maintenance team leaders or members.

## PROGRAM

- Concept of Flow Creation and Production Leveling
- Introduction to SMED
- Study of current work and necessary data
- Separating internal/external work when it comes to change
- Learn how to turn internal work into external work
- Detecting opportunities to reduce internal and external work
- Standardization of exchange operations
- Monitor Tracking
- Quantifying the benefit of SMED
- Examples and Best Practices
- Simulation Exercises
- Case Studies



# KAIZEN™ in Logistics and Supermarket Design

Internal Logistics, Logistics Trains, and Supermarket Design Optimization



The "KAIZEN™ in Logistics and Supermarket Design" course provides a deep understanding of the importance of effectively structuring logistics processes and designing supermarkets. It offers practical tools for successful implementation.

## REASONS TO TAKE THIS TRAINING

- Deeply understand the concept of a supermarket and its proper sizing;
- Acquire knowledge about various types of supply, including their advantages and disadvantages;
- Develop skills to design a logistics train;
- Learn to design efficient internal routes for factory supply, incorporating the use of AGVs (Automated Guided Vehicles);
- Understand strategies to improve the efficiency of internal logistics processes;
- Acquire knowledge to design highly efficient logistics routes.

## TARGET AUDIENCE

Logistics professionals, engineers, and warehouse managers interested in optimizing logistics processes.

## PROGRAM

- Traditional Logistics vs KAIZEN™ Logistics
- Logistics Train Concept
- Generation of logistics routes
- Relationship between internal logistics, production, and external logistics
- Line Replenishment Models:
  - Kanban
  - Junjo
  - Sincro
  - Kitting
- Supply Batch Size
- Balancing Border of Line and Delivery Frequency
- Leveling boxes
- Supermarket sizing. MTS & MTO Concept
- 4.0 Functionalities and Applications in Internal Logistics: AGVs, eKanbans, and Information Flows 4.0.
- Simulation Exercises
- Case Studies

# Advanced Lean Stock Management - Pull Planning

## Optimization of Stock Management Processes



The "Advanced Lean Stock Management - Pull Planning" course provides in-depth knowledge of advanced stock planning principles using the Pull Planning system. Participants learn the step-by-step process of capacity planning cycles, calculation parameters, and associated management dynamics.

### REASONS TO TAKE THIS TRAINING

- Acquire a comprehensive understanding of the strategic planning principles for the product portfolio (MTO/MTS Products);
- Learn pull planning algorithms to determine safety stocks, reorder points, and batch sizes;
- Understand and explore the pull planning implementation process, effectively integrating it with ERP/MRP information systems. Exploring the role of pull planning in Industry 4.0.

### TARGET AUDIENCE

Professionals involved in stock management and planning, such as logistics directors and stock and planning analysts.

### PROGRAM

- Principles of Pull Planning vs Push Planning
- Benefits of Pull Planning for Supply Chain Stock Management
- Step-by-step implementation process
- MTS/MTO Product Strategic Planning
- Capacity planning cycles (machines, people, materials, plants)
- Leveling Concept, EPE, Batch Size
- Calculation algorithm of a pull system in internal production
- Calculation of a pull system with suppliers and customers
- Integration of planning into the ERP/MRP information system
- Planning Improvements in Industry 4.0
- Simulation Exercises
- Case Studies

# Logistics Operations Optimization

Lean Design of Warehouses, Logistics Platforms, and Milkrun Routes



The "Logistics Operations Optimization" course introduces techniques to optimize logistics operations, contributing to increased profitability in warehousing and transportation processes.

## REASONS TO TAKE THIS TRAINING

- Know the tools to optimize transportation costs, reduce delivery times, and increase warehouse productivity;
- Know how to select strategic investments in equipment to improve efficiency;
- Learn to manage storage spaces efficiently;
- Master SKU management techniques to facilitate growth without facing space or capacity limitations.

## TARGET AUDIENCE

Logistics operations managers, team leaders, and professionals involved in optimizing logistics processes and operations.

## PROGRAM

- Lean Logistics Model
- Flow in External Logistics
  - Warehouse Design
  - Milkrun
  - Inbound and Outbound Flows
  - Supply Chain Planning
- Industry 4.0 and KAIZEN™ Analytics functionalities and applications in Logistics
- Simulation Exercises
- Case Studies

## MAINTENANCE

We are pleased to introduce our Maintenance Training and Certification program, part of our commitment to catalyzing transformative advancements in maintenance practices.

This specialized training initiates profound organizational strategy and culture shifts specific to maintenance operations. Participants are empowered with essential knowledge and skills to navigate strategic transformations and instigate cultural change within their maintenance areas. Participants can anticipate acquiring insights and practical tools that will enable them to optimize maintenance processes, enhance equipment reliability, and foster a culture of continuous improvement.

1. Maintenance Optimization
2. Equipment Breakdown Problem-Solving
3. Autonomous Maintenance and Planned Maintenance
4. Lean Management of the Maintenance Area





# Maintenance Optimization

## Production Systems Efficiency Management & Advanced TPM



The "Maintenance Optimization" course focuses on improving equipment efficiency and maintenance, emphasizing the integrated optimization model combining Maintenance and Production – known as Total Productive Maintenance.

### REASONS TO TAKE THIS TRAINING

- Learn effective methodologies to keep equipment operational and efficient, minimizing downtime due to breakdowns and streamlining repair processes;
- Develop a deep understanding of OEE (Overall Equipment Efficiency) and master the best methods for data collection and calculation;
- Acquire knowledge on how to optimize the productivity of production and maintenance teams by enhancing collaboration between them;
- Learn strategies to improve the management of maintenance parts stocks;
- Discover practical ways to minimize maintenance costs.

### TARGET AUDIENCE

Maintenance professionals, engineers, and asset managers interested in optimizing preventive and corrective maintenance practices.

### PROGRAM

- Total Productive Maintenance Model
- OEE & Kobetsu KAIZEN™
- Autonomous Maintenance
- Planned Maintenance
- Maintenance Material Stock Management
- Industry 4.0 and KAIZEN™ Analytics Features and Applications in Maintenance
- Simulation Exercises
- Case Studies

# Equipment Breakdown Problem-Solving

Analysis of repetitive Breakdowns through Structured Problem-Solving



The "Equipment Breakdown Problem-Solving" course explores the KAIZEN™ philosophy in the context of optimizing the efficiency of machines and facilities, using the Kobetsu KAIZEN™ tool to eliminate recurring breakdowns.

## REASONS TO TAKE THIS TRAINING

- Understand the benefits of applying the KAIZEN™ methodology for Structured Problem-Solving;
- Comprehend the quantitative and qualitative impact of repetitive failures on Overall Equipment Efficiency (OEE) calculations;
- Develop skills to address recurring problems;
- Master effective methods to deal with potential recurring issues in daily operations;
- Learn to identify the root cause using the Ishikawa Diagram and the 5 Whys technique

## TARGET AUDIENCE

Maintenance technicians, engineers, and professionals involved in identifying and solving recurring problems in equipment and systems.

## PROGRAM

- Introduction to Structured Problem-Solving Methodology
- Defining How Repetitive Breakdowns Affect Efficiency Calculation (OEE)
- The step-by-step of the Kobetsu KAIZEN™ tool
- Defining SMART Goals
- Description and Characterization of the Problem to Solve
- Root Cause Analysis: Ishikawa, Regression Curves, Pareto Diagram
- Solution Design & Testing
- Results Confirmation and Standardization
- Communication & Solution Deployment
- Simulation Exercises
- Case Studies

# Autonomous Maintenance and Planned Maintenance

Streamlining Maintenance Processes Conducted by Production and Maintenance Teams



The "Autonomous and Planned Maintenance" course focuses on the continuous improvement of maintenance activities. Autonomous maintenance empowers production operators to perform routine interventions, reducing downtime. On the other hand, planned maintenance offers a strategic approach by scheduling interventions.

## REASONS TO TAKE THIS TRAINING

- Master the benefits of applying KAIZEN™ methodologies in planned maintenance management;
- Understand the importance of involving production in the daily management of maintenance;
- Explore the benefits of the autonomous maintenance concept and its positive impact on equipment;
- Acquire skills to develop a planned maintenance plan based on routes;
- Identify relevant Key Performance Indicators (KPIs) for an effective maintenance team;
- Understand how to improve the lifespan of the equipment.

## TARGET AUDIENCE

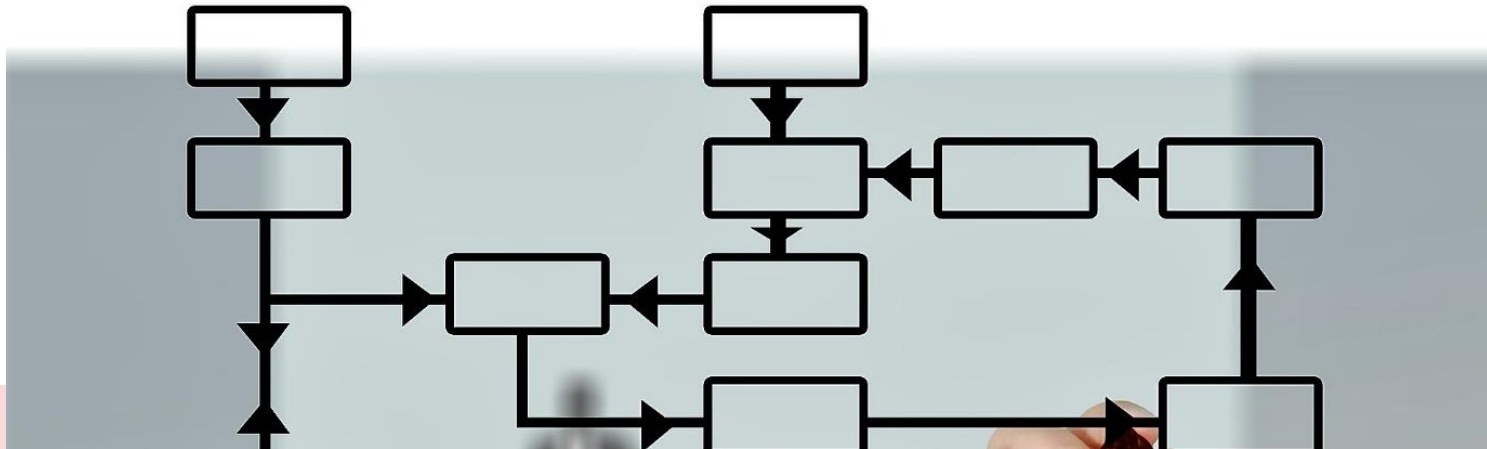
Maintenance technicians, supervisors, and managers interested in implementing autonomous and planned maintenance practices.

## PROGRAM

- Introduction to Autonomous Maintenance
- Who should implement Autonomous Maintenance
- Stages of Autonomous Maintenance Implementation
- Level 1 Autonomous Maintenance Routes (Cleaning, lubrication, Inspection)
- Maintenance School
- How to Train Teams
- Level 2 Autonomous Maintenance Routes (Replacements, Usual Corrective Actions)
- Differences between Autonomous and Planned Maintenance
- Preventive, Predictive and Corrective Maintenance
- How to develop an Autonomous Maintenance plan
- How to Improve a Planned Maintenance Plan
- Simulation Exercises
- Case Studies

# Lean Management of the Maintenance Area

## Maintenance Processes Improvement



The "Lean Management of the Maintenance Area" course provides a deep understanding of waste in maintenance activities, aiming to improve these tasks to boost team productivity and equipment efficiency.

### REASONS TO TAKE THIS TRAINING

- Learn strategies to improve common interventions and reduce downtime;
- Develop skills to optimize preventive measures and reduce the time needed to execute them;
- Learn to improve administrative tasks;
- Boost planning dynamics and task distribution within the maintenance team;
- Understand how to allocate maintenance team time effectively;
- Acquire knowledge about executing optimal resource and priority management.

### TARGET AUDIENCE

Maintenance directors, supervisors, and leaders involved in the strategic management of the maintenance area, seeking efficiency and waste reduction.

### PROGRAM

- Types of Maintenance Waste
- 5S in Maintenance Workshops
- Standard Work for everyday tasks and interventions
- Logistics Separation- Maintenance and creation of distribution routes for tools and spare parts
- Applied SMED Concept to the preventives
- Improved organization and productivity in preventive maintenance
- Improved quantification of task completion times
- Improved planning and task-sharing
- Improvement of supervision and control of tasks carried out by subcontractors
- Improvement of Daily Management
- Design of spare parts warehouses
- Definition of spare parts, simplification of purchasing processes, and reduction of spare parts stocks
- Simulation Exercises
- Case Studies



## SOURCING AND PROCUREMENT

In our commitment to driving transformative advancements in sourcing and procurement practices, we are delighted to introduce our Sourcing and Procurement Training and Certification program.

This specialized training initiative instigates profound organizational strategy and culture shifts specific to sourcing and procurement functions. Participants will be equipped with essential knowledge and skills, empowering them to navigate strategic transformations and cultivate cultural change within their procurement departments. Participants can gain comprehensive insights and practical tools that will enable them to optimize sourcing processes, refine negotiation strategies, and strategically manage supplier relationships.

1. Sourcing Improvement
2. Advanced Supplier Management



# Sourcing Improvement

## Strategic Vision of the Purchasing Area



The "Sourcing Improvement" course provides guidance on defining differentiated purchasing strategies for each product category, aiming to improve quality and reduce acquisition costs.

### REASONS TO TAKE THIS TRAINING

- Learn to develop effective strategies for managing and reducing purchasing costs;
- Explore specific approaches to control costs in different scenarios, including situations where the customer and supplier have little power to dictate prices, where the customer holds more power over the supplier, where the supplier has more power, and where both parties are strong;

### TARGET AUDIENCE

Procurement professionals, procurement directors, and sourcing specialists interested in developing a strategic vision to improve procurement practices and optimize supplier management.

### PROGRAM

- KAIZEN™ Model for Improving Purchasing and Supplies
- Classification of Purchasing Categories according to Supplier/Customer Strengths Ratio
- "Cost Management" Strategy for Weak Supplier-Weak Customer Categories
- "Supplier Competition" Strategy for Weak Supplier-Strong Customer Categories
- "Changing the Nature of Demand" Strategy for Strong Supplier-Weak Customer Categories
- "Common Advantages" Strategy for Strong Supplier-Strong Customer Categories
- General Supplier Development Strategy
- Simulation Exercises
- Case Studies

# Advanced Supplier Management

Supplier development for cost reduction and service improvement



The "Advanced Supplier Management" course emphasizes supplier management as a critical component in cost reduction and improving quality and service levels. The training covers techniques and methodologies that empower participants to implement a paradigm shift in these areas.

## REASONS TO TAKE THIS TRAINING

- Gain a comprehensive understanding of different positions, considering the weight of suppliers compared to the company;
- Acquire knowledge about the effective integration of suppliers into company processes and understand the associated benefits of this practice;
- Develop skills to launch and implement supplier development programs efficiently;
- Understand the positive impact on company results by having adequately developed and integrated suppliers in organizational processes.

## TARGET AUDIENCE

Procurement directors, sourcing professionals, and leaders involved in managing supplier relationships looking to improve selection, contracting, and strategic collaboration practices.

## PROGRAM

- Demand Management & Kralicj Matrix
- Volume bundling and cost deployment
- Co-sourcing
- Repricing Strategies
- Supplier Development Programs
- Value Chain Partnership
- Cost association and co-creation
- Integrated Operations Planning
- Continuous Improvement Programs with Suppliers
- Simulation Exercises
- Case Studies

## QUALITY

We're excited to introduce our **Quality Training and Certification** program as part of our commitment to advancing quality management practices.

This specialized training initiative instigates profound organizational strategy and culture shifts specific to quality practices. Participants will be equipped with essential knowledge and skills, empowering them to navigate through strategic transformations and cultivate a culture of unwavering commitment to quality within their organizations. Participants can anticipate gaining comprehensive insights and practical tools that will enable them to implement structured quality problem-solving, autonomous-quality initiatives, risk analysis, Six Sigma principles, and data analytics for continuous improvement.

1. Structured Problem-Solving in Quality
2. Autonomous Quality & Zero Defects
3. Risk Analysis: FMEA and Reverse FMEA
4. Six Sigma Introduction
5. Data Analytics





# Structured Problem-Solving in Quality

Systematic approach to Identify, Analyze, and Solve Quality Issues



The "Structured Problem-Solving in Quality" course addresses continuous improvement in the realm of quality problem resolution, providing tools to identify and address root causes in a structured manner.

## REASONS TO TAKE THIS TRAINING

- Understand the benefits of applying the KAIZEN™ methodology in the structured resolution of quality problems;
- Acquire skills to handle repetitive or highly complex quality issues efficiently;
- Learn advanced techniques to identify the root cause of quality-related problems;
- Develop knowledge on the best ways to manage daily challenges related to quality.

## TARGET AUDIENCE

Professionals involved in quality management, quality engineers, and members of quality control teams who wish to optimize their skills in the identification and structured resolution of quality-related problems.

## PROGRAM

- Common Quality Problem-Solving Methodologies: 8D, A3, PDCA, Kobetsu KAIZEN™
- Problem Selection and Breakdown
- Quantification of each type of problem
- Definition of objectives
- Root Cause Analysis: Ishikawa, Regression Curves, Pareto
- Hypothesis Validation and Design of Experiments
- Root Cause Detection: 5 Whys, Hypothesis Testing
- Action Plans and Standardization
- Communication & Solution Extension
- Six Sigma & SPC Statistical Process Control
- Simulation Exercises
- Case Studies

# Autonomous Quality & Zero Defects

Designing Systems to Prevent or swiftly Detect Defects in their Early Stages



The "Autonomous-Quality & Zero Defects" course explores the KAIZEN™ approach to quality, the perspective of autonomous quality, and how to achieve not making, not passing, and not accepting defects.

## REASONS TO TAKE THIS TRAINING

- Master autonomous quality means and their implementation strategy, standards, poka-yoke, and autonomous quality matrix;
- Know the latest autonomous quality methods in the context of Industry 4.0;
- Understand the Jidoka principles of automatic shutdown in case of defects. When it is applicable and how it is applied;
- Know the visual management systems associated with the immediate detection of line stops or quality issues – Andon systems;
- Learn to create help chains and quick reaction systems that help immediately manage incidents.

## TARGET AUDIENCE

Quality team professionals, production engineers, directors, and line operators interested in implementing autonomous quality practices.

## PROGRAM

- Autonomous Quality Means
- Work Standards & Quality Standards
- Poka-yokes and anti-error methods
- Autonomous Quality Matrix
- Autonomous Quality Means in Industry 4.0
- Augmented reality and interactive standards
- Jidoka's concept of automatic shutdown to reach zero defects
- Andon Systems for Visual Problem Management
- Quick Reaction Standards and Support Chain
- Daily management system ready to work with Jidoka and Andon
- Simulation Exercises
- Case Studies

# Risk Analysis: FMEA and Reverse FMEA

## Risk Identification and Definition of Mitigation Plans



The "Risk Analysis: FMEA and Reverse FMEA" course focuses on the continuous pursuit of excellence in quality, focusing on the early identification of potential failure modes to predict errors and prevent potential non-conformities. This training empowers participants to develop risk mitigation plans, contributing to proactive quality management.

### REASONS TO TAKE THIS TRAINING

- Understand the benefits of applying the FMEA (Failure Modes and Effects Analysis) and Reverse FMEA methodologies;
- Learn the types of information to gather for the analysis of potential future failures;
- Acquire risk management tools;
- Learn to analyze failure modes and their effects to quantify their possible occurrence and impact;
- Learn to quantify risk (RPN) based on severity, frequency, and detection capability criteria.

### TARGET AUDIENCE

Quality team members, process engineers, and other professionals involved in risk management.

### PROGRAM

- Introduction to the KAIZEN™ Quality Model
- FMEA and FMEA Reverse Methodologies
- Analysis of Failure Modes and Effects
- Learn how to interpret established criteria for determining severity, frequency, and severity
- Risk Quantification (RPN)
- Simulation Exercises
- Case Studies

# Six Sigma Introduction

## Techniques and Tools for Process Quality Improvement



The "Six Sigma" course covers the systematic implementation of the Six Sigma methodology, aiming to eliminate defects or errors in processes by identifying and removing the causes of variability.

### REASONS TO TAKE THIS TRAINING

- Acquire knowledge about the potential of the Six Sigma methodology and identify ideal situations for its application;
- Develop skills in Six Sigma project management;
- Familiarize yourself with the Minitab software for statistical analysis;
- Explore real case studies that illustrate the successful application of Six Sigma;
- Understand what types of problems can be effectively solved through the statistical analysis provided by the methodology.

### TARGET AUDIENCE

Quality professionals, process engineers, and team leaders interested in applying the Six Sigma methodology to optimize processes, reduce variability, and improve quality in their organizations.

### PROGRAM

- Concept and Meaning of Six Sigma
- Introduction to Statistical Concepts
- Analysis of process repeatability and reproducibility (R&R)
- Relationship diagram of process parameters
- Singular analysis and multivariate analysis
- Definition of hypotheses and design of experiments
- Introduction to Minitab Statistical Software
- Data analysis tools (regressions, design of experiments, distributions, etc.)
- Managing a Six Sigma Project
- Simulation Exercises
- Case Studies



# Data Analytics

## Improving Business Performance through Data Analytics



The "Data Analytics" training explores how data analysis can empower businesses to transform raw data into actionable insights, driving efficiency, innovation, and competitiveness in the modern business landscape.

### REASONS TO TAKE THIS TRAINING

- Gain a deep understanding of the fundamental concepts of Data Analysis;
- Know how to assess the various levels of Data and Analytics maturity within a company;
- Study the diverse tools and techniques used by business analysts;
- Deepen knowledge of how to use Analytics to address specific business challenges;
- Develop skills in defining an effective strategy to leverage data insights, seeking a competitive advantage.

### TARGET AUDIENCE

Quality and data analysts, quality engineers, and professionals interested in using data analytics to improve quality processes, identify patterns, and make informed decisions.

### PROGRAM

- Data & Analytics: Introduction and Terminology
- Analytical Maturity Framework
- Data Management:
  - Strategy
  - Governance
  - Quality
  - Data Architecture
- Step-by-Step Analysis Approach:
  - Database Structure and Data Mining
  - Reporting & BI Tools
  - Simulation, Digital Twin, and Process Mining
  - Regression and Factor Analysis
  - AI Optimization
- How to Successfully Implement an Analytics Project
- Case Studies

## OFFICE: TRANSACTIONAL PROCESSES

In our commitment to driving transformative advancements in office processes, we are pleased to introduce our **Office Training and Certification** program.

This specialized training initiative instigates profound organizational strategy and culture shifts specific to office environments. Participants will acquire essential knowledge and advanced skills, empowering them to adeptly navigate strategic transformations and cultivate a culture of continuous improvement within their organizations. Participants can gain insights and practical tools that will enable them to implement Lean Office principles and embrace the transformative power of Office 4.0 through digitization and automation.

1. Lean Office
2. Office 4.0: Digitization and Automation



# Lean Office

## Organization and Optimization of Administration and Services



The "Lean Office" course is designed to improve transactional processes and customer service, positively impacting productivity, quality, and response times. It provides training on specific CI tools for transactional areas, promoting process improvement, increased productivity, error reduction, and optimization of response times.

### REASONS TO TAKE THIS TRAINING

- Acquire knowledge of process mapping tools to identify waste and improvement opportunities;
- Understand methodologies that promote flow creation and improve the productivity, agility, and consistency of processes;
- Master strategies for implementing effective automation, reducing repetitive manual tasks;
- Learn to achieve optimized visibility of work in progress;
- Develop skills to implement efficient and balanced information systems;
- Enhance customer service, both internally and externally.

### TARGET AUDIENCE

Office professionals, administrative directors (financial, human resources, and others), and team leaders involved in managing and optimizing processes in office environments.

### PROGRAM

- Lean Service Model
- Flow Efficiency
  - SIPOC
  - Process Mapping
- Resource Efficiency
  - Standard Work
  - Business Process Automation
  - Office Layout Design
- Planning Optimization
  - Capacity Planning
  - Pacing & Work Planning
  - Workspace Flexibility
- Industry 4.0 and KAIZEN™ Analytics Functionalities and Applications in Transactional Processes
- Simulation Exercises
- Case Studies



# Office 4.0: Digitization and Automation

## Digitization and Automation of Transactional Processes with RPA



The "Office 4.0: Digitization and Automation" course explores the process improvement approach through automation, utilizing flexible and cost-effective solutions such as workflows or Robotic Process Automation (RPA).

### REASONS TO TAKE THIS TRAINING

- Understand the concept of workflow and RPA, identifying when it is appropriate to use them and recognizing the associated benefits;
- Learn to identify processes with the highest potential for automation;
- Acquire knowledge on how to improve processes before automation, resulting in significant cost reductions;
- Master the step-by-step process for the successful implementation of administrative process automation projects;
- Recognize the importance of empowering office teams with digital and automation skills;
- Understand how to manage the digitization process in a company.

### TARGET AUDIENCE

IT professionals, managers, and team leaders in areas with transactional processes who are interested in exploring digitalization and automation.

### PROGRAM

- What is an RPA, where is it applied, and what benefits does it have?
- Identification of processes with high automation potential and lower cost (automation assessment)
- Pre-automation process analysis and improvement
- Process Preparation for Automation (Reduction of Automation Effort)
- Automation Strategies (RPA, ITPA, Macros)
- Process Design with Flowchart
- Risk Analysis in RPA and Macro Projects
- Design Gate (GO/NO GO to Automation)
- Agile Development Sprints
- Sustainability of automated processes
- Development of digital skills of office teams, creation of the Center of Excellence for Automation)
- Simulation Exercises
- Case Studies



## PROJECT & PRODUCT DEV

We are pleased to introduce the **Project Management and Product Development Training and Certification** program, which is part of our commitment to advancing project management and product development.

This training aims to bring about significant organizational strategy and culture changes related to these functions. Participants will gain essential knowledge and skills to navigate strategic transformations and foster organizational innovation. Participants can expect to acquire insights and practical tools, allowing them to implement Lean Project Management principles, manage portfolios and capacities strategically, embrace Set Based Engineering for adaptive product design, optimize lean product development processes, and ensure excellence in capital projects.

1. Lean Project Management
2. Portfolio & Capacity Management
3. Set Based Engineering
4. Lean Product Design
5. Production Preparation Process
6. Capital Project Excellence



# Lean Project Management

Efficient Project Management, Minimizing Waste for Enhanced Value



The "Lean Project Management" course is designed to assist companies in improving their project management processes. The goal is to minimize project risks, ensuring these are completed on time, within the specified budget, and fully meeting the defined quality requirements.

## REASONS TO TAKE THIS TRAINING

- Acquire knowledge regarding planning and project management tools to ensure delivery within established timelines and budgets;
- Develop skills to ensure that projects meet the customer's requirements, minimizing rework during development;
- Explore approaches to promote teamwork, aiming for collaborative, motivated, and productive teams.
- Understand strategies to assess and mitigate project risks;
- Learn how to ensure ongoing stakeholder engagement throughout different project phases.

## TARGET AUDIENCE

Professionals responsible for project management and leadership who seek to apply Lean principles to optimize deadlines, costs, and the quality of the projects developed.

## PROGRAM

- Introduction to Lean Project Management
- Project Kick-Off
  - Project Charter
- Project Design
  - Phase-gate model
- Critical Chain Planning
  - Buffers Types
- Last Planner
  - Last Planner: 6 weeks
  - Last Planner: 1 week
- Visual Project Management - Obeya Control
  - Elements of Obeya Space
  - Obeya Control Meetings
- Simulation exercises
- Case Studies

# Portfolio & Capacity Management

Optimizing Resources Management and Aligning Capacity with Business Goals



The "Portfolio & Capacity Management" course empowers organizations to optimize the strategic management of project portfolios, aligning organizational objectives with the efficient execution of initiatives from selection to resource allocation.

## REASONS TO TAKE THIS TRAINING

- Develop the ability to align business strategy with product strategy and effectively manage each category;
- Facilitate the organization of product development by outlining clear roles, responsibilities, and standards;
- Define an approach to project implementation that aligns optimally with the organization's R&D strategy;
- Learn to reduce risks and accelerate the execution of the development;
- Know how to select projects and enhance portfolio management;
- Understand effective methods to ensure optimized resource allocation, meeting the specific requirements of each project.

## TARGET AUDIENCE

Portfolio managers, directors, managers, and other professionals involved in strategic portfolio management.

## PROGRAM

- Product & Technology Roadmaps
- Product Development Organization:
  - Organization of product development
  - Roles, responsibilities, and standards of the product planning group
- Tailored Phase-Gate
- Project Prioritization and Visualization
- Capacity Management:
  - Functions Load Plan
  - Resource Load Plan
- Simulation exercises
- Case Studies

# Set Based Engineering

## Optimizing Research Processes



The "Set Based Engineering" course is designed to help research teams improve their processes by optimizing the solutions found, preventing rework, and ensuring the creation of valuable knowledge for future projects.

### REASONS TO TAKE THIS TRAINING

- Acquire skills in methodologies to visualize customer interests and identify knowledge gaps;
- Master an approach for addressing knowledge gaps using the LAMDA cycle (Look, Ask, Model, Discuss, Act);
- Facilitate the acceleration of product development through effective learning cycles;
- Learn to efficiently disseminate information gathered during learning cycles to achieve optimal solutions and make knowledge available for future projects;
- Enhance the research process.

### TARGET AUDIENCE

Engineers, leaders, members of research and development teams, and other professionals who wish to improve research processes.

### PROGRAM

- Customers' Interests:
  - Use Cases
  - Categories of Interests
  - Decision Variable
- Feasibility Planning:
  - Alternatives Matrix
  - Causal Map
- Learning Cycles:
  - Knowledge Brief
  - Trade-off Curves
- Integration Events
- Simulation exercises
- Case Studies



# Lean Product Design

Streamlining Product Design Processes for Efficiency and Customer Value



The "Lean Product Design" course enables companies to improve their product design practices by adopting lean approaches that result in greater efficiency in development, products more aligned with customer needs, and, consequently, a sustainable competitive advantage in the market.

## REASONS TO TAKE THIS TRAINING

- Develop skills to identify customer interests and effectively adapt products to their needs;
- Master the transformation of Voice of the Customer feedback into clear requirements;
- Understand methodologies for efficiently converting customer requirements into product requirements;
- Ensure that the product concept developed meets customer needs and is developed according to specifications;
- Learn product failure analysis methods to define actions that can reduce risks and improve performance, quality, reliability, and safety.

## TARGET AUDIENCE

Product designers, design engineers, project managers, and professionals involved in designing and developing new products.

## PROGRAM

- Voice of the Customer
- Customer Requirements:
  - Use Cases
  - Categories of Requirements
  - Decision Variables
- Product Requirements:
  - Quality Function Deployment
  - Product Concept Development Process
- Product FMEA
- Simulation exercises
- Case Studies

# Production Preparation Process

Structured Preparation for Smooth Production and Minimal Disruptions



The "Production Preparation Process" course empowers companies to improve efficiency in the production preparation phase, providing essential knowledge to optimize processes, reduce waste, ensure quality, and promote operational effectiveness throughout the production cycle.

## REASONS TO TAKE THIS TRAINING

- Develop skills to optimize supplier selection for new production equipment and raw materials, ensuring a reliable, quality, and cost-effective supply chain;
- Learn to design production systems with minimal waste and focused on reducing project risks;
- Understand how to ensure that new equipment is designed to facilitate quality, production, maintenance, and control of operational conditions;
- Understand approaches that help reduce new production systems' development and implementation time.

## TARGET AUDIENCE

Managers and leaders of product development projects and production and operations directors who seek to optimize their knowledge in the design and implementation phase of the production process.

## PROGRAM

- Supplier Selection and Follow-up
- Design of Production and Logistics Systems
  - Contract
  - Risk Analysis / Assumptions
  - Design for Manufacture and Assembly (DFMA)
  - Value Stream Design
  - Line Concepts
  - Production Life Cycle Planning
  - Lean Line Design
  - Flow-Oriented Layout
- Design for Quality & TPM
- Simulation exercises
- Case Studies

# Capital Project Excellence

Excelling in Managing Capital Projects for Successful Outcomes



The "Capital Project Excellence" course supports companies in prioritizing and efficiently executing capital projects, addressing aspects such as proper requirement definition, effective risk management, development of integrated solutions, and establishing robust commissioning processes.

## REASONS TO TAKE THIS TRAINING

- Improve the definition of requirements to prevent future problems;
- Acquire methods for identifying and mitigating risks;
- Master the development of solutions considering cost, quality, and maintenance;
- Understand the value of a good commissioning process;
- Understand the relevance of creating a multidisciplinary team and involving suppliers early in the project;
- Recognize the importance of each project's lessons learned to ensure continuous improvement.

## TARGET AUDIENCE

Managers and leaders of capital projects, plant, production, and operations directors, engineers, and professionals involved in large projects, aiming at excellence in execution, from evaluation to project completion.

## PROGRAM

- Capital Project Excellence Introduction
- Overview Lean Project Management
- Idea Evaluation
- Supply Chain Impact Study
- Conceptual Study
- Concept FMEA
- Preliminary Engineering Design
- Design for Cost, Quality And Maintenance
- Commissioning Preparation
- Procurement Strategy
- Suppliers Integration
- Factory Acceptance Tests Standard Work
- Last Planner
- Site Acceptance Test Standard Work
- Commissioning Standard Work
- Lessons Learned
- Simulation exercises
- Case Studies

## MARKETING & SALES

We are pleased to introduce the Marketing & Sales Training and Certification program as a testament to our dedication to fostering the growth of companies.

This unique training sparks significant changes in organizational strategy and culture related to marketing and sales. Participants will gain essential knowledge and advanced skills to help them navigate strategic changes and promote a culture of continuous improvement in their organizations. Participants can expect to achieve comprehensive insights and practical tools to streamline commercial strategies, optimize marketing processes, improve sales team performance, and build lasting customer loyalty.

1. Commercial Strategy Improvement
2. Optimization of Marketing Strategies and Processes
3. Improving Sales Teams' Processes and Performance
4. Customer Loyalty





# Commercial Strategy Improvement

Enhancing Business Strategy for Increased Effectiveness and Success



The "Commercial Strategy Improvement" course provides a deep understanding of how organizations can optimize the commercial strategy and development process, addressing essential topics such as Market Intelligence, Market Segmentation, Product Positioning, and efficient organization of Sales Teams.

## REASONS TO TAKE THIS TRAINING

- Develop skills for the careful selection of strategic markets;
- Acquire knowledge for effective market segmentation;
- Master techniques for the effective positioning of the company's products in the market;
- Understand strategies to ensure alignment between marketing and sales activities;
- Know how to allocate resources more efficiently to maximize results.

## TARGET AUDIENCE

Directors, business leaders, commercial and marketing directors and managers, product managers, and other professionals who want to improve the effectiveness of commercial strategies to drive company growth.

## PROGRAM

- Market Intelligence
  - Mekko Maps
- Segmentation:
  - Voice of Customer
  - Creating Segments
  - Segment Prioritization
- Product Positioning:
  - Product-Market Fit and Product Life Cycle
  - Value Curves
  - Price vs Benefits Map
- Sales Force Organization:
  - Marketing & Sales Integration
  - Specialization of sales teams
  - Strategies for allocating salespeople's time to customer types
- Simulation Exercises
- Case Studies

# Optimization of Marketing Strategies and Processes

Streamlining Marketing Approaches and Processes for Optimal Results and Efficiency



The "Optimization of Marketing Strategies and Processes" course explores crucial topics, including defining the target audience, selecting marketing strategies, content development, website optimization, and creating agile teams capable of quickly adapting to market dynamics.

## REASONS TO TAKE THIS TRAINING

- Learn about effective strategies for acquiring and nurturing qualified leads;
- Develop skills in creating marketing content with significant impact;
- Learn to optimize the effectiveness of marketing campaigns;
- Understand how to elevate digital presence consistently;
- Develop proficiency in automating marketing processes, including the use of CRMs;
- Get to know strategies to ensure the effective alignment between the marketing and sales teams.

## TARGET AUDIENCE

Directors, managers, leaders, and other marketing professionals who are looking to optimize the efficiency and effectiveness of marketing strategies and processes.

## PROGRAM

- Targeting and Content:
  - Value Chain Diagram
  - Most Important Customers
  - Story Brand
- Website Optimization:
  - Website (institutional and e-commerce)
  - Search Engine Optimization
- Customer Lifecycle Funnel:
  - Customer Lifecycle Stages
  - Inbound and Outbound Strategy
- Smart Prospection:
  - Building Target Lists
  - Messages
- Agile Teams
- CRM (Customer Relationship Management)
- Simulation Exercises
- Case Studies

# Improving Sales Teams' Processes and Performance

Enhancing Sales Processes and Performance through Strategic Improvements



The "Improving Sales Teams' Processes and Performance" course helps companies optimize the sales process, addressing fundamental concepts such as the Sales Funnel and Value Selling. The program also focuses on guiding teams to eliminate waste and properly defining resource allocation strategies.

## REASONS TO TAKE THIS TRAINING

- Acquire knowledge about effective strategies to boost sales conversion rates;
- Understand methods to increase the productivity of sales teams by reducing non-value-added tasks;
- Master techniques for proper planning of sales team activities;
- Understand how to effectively automate sales processes by identifying and correcting gaps in CRMs;
- Know how to implement practices to align marketing and sales strategies and activities effectively.

## TARGET AUDIENCE

Directors, leaders, members of sales teams, and other professionals involved in sales operations interested in improving processes and maximizing sales teams' performance.

## PROGRAM

- Buy Cycle Funnel:
  - Funnel Creation
  - One to One Meetings
- Value Selling:
  - Sales Meetings Preparation
  - Conducting Sales Meetings
- Waste Expulsion:
  - Study of Tasks and Identification of Waste
  - Waste Elimination
- Work Planning:
  - Demand Characterization
  - Capacity Characterization
  - Design of the Sizing Model
- CRM (Customer Relationship Management)
- Simulation Exercises
- Case Studies

# Customer Loyalty

Fostering Customer Loyalty through Effective Engagement and Service Strategies



The "Customer Loyalty" course supports companies in improving customer retention and transforming them into brand promoters through methodologies that map the customer experience, standardize processes, and implement loyalty programs. The program also addresses the essential topic of Product Management.

## REASONS TO TAKE THIS TRAINING

- Develop skills to map customer experience and identify pain points and dissatisfaction;
- Know how to measure customer satisfaction;
- Understand strategies to improve up-selling and cross-selling practices;
- Master the construction of effective loyalty programs;
- Understand the importance of automation in customer support and loyalty processes, such as CRM systems;
- Recognize the fundamental role of product managers and how to optimize processes associated with this function.

## TARGET AUDIENCE

Customer relationship managers and customer service, marketing and sales, and product management professionals who want to develop strategies to build customer loyalty and improve customer satisfaction.

## PROGRAM

- Customer Experience:
  - Customer Experience Map
- Customer Service Standards:
  - Improvement and Standardization of Customer Service Processes
- Loyalty Programs:
- CRM (Customer Relationship Management)
- Product Management:
  - Strategy
  - Product Launches
  - Pricing
  - Marketing
- Simulation Exercises
- Case Studies



## DIGITAL TRANSFORM. & INDUSTRY 4.0

In our steadfast commitment to advancing Digital Transformation and Industry 4.0, we're excited to present our specialized training program.

This program is designed to bring about significant organizational strategy and culture shifts explicitly tailored to the dynamic realms of digital transformation and Industry 4.0. Participants can expect to gain comprehensive insights and practical tools for developing and executing digital transformation strategies aligned with Industry 4.0 principles. Additionally, participants will learn how to leverage data and analytics for an informed decision-making.

1. Industry 4.0: Digital transformation strategy
2. Data & Analytics



# Industry 4.0: Digital Transformation Strategy

## Digital Transformation Strategy and Connection with Business Needs



The "Industry 4.0: Digital Transformation Strategy" course provides a comprehensive understanding of the underlying framework for developing Industry 4.0. It explores the various technology groups integrated into this framework and highlights their connection to process optimization and continuous improvement.

### REASONS TO TAKE THIS TRAINING

- Comprehend the concept of Industry 4.0, exploring its origin, evolution, and the driving factors of the 4th Industrial Revolution;
- Understand the technologies encompassed by the Industry 4.0 concept and comprehend their interconnections;
- Explore the integration of the three main pillars of Industry 4.0: People, processes, and technologies;
- Analyze the synergies between process improvements, continuous improvement, and the implementation of Industry 4.0;
- Develop skills to define a practical implementation roadmap and conduct diagnostics related to Industry 4.0.

### TARGET AUDIENCE

Directors, business leaders, IT managers, and professionals involved in formulating and implementing digital transformation strategies.

### PROGRAM

- Introduction to Industry 4.0, evolution and key factors
- Industry 4.0 Framework: Technology Groups and Relationship Between Them
- Evolution of Process Automation: Collaborative robots
- Connected industry: process transparency. Information Systems Integration:
  - IT & Operating Systems
  - OT (Machines, Sensors, Communication Systems)
- The importance of data management:
  - Applicability of data analytics tools in the industry
- Integration of CI, process improvement and technological solutions (people, processes, technology)
- Development of new business models
- How to Approach and Create an Integrated Deployment Model: Diagnosis and Planning
- Simulation Exercises
- Case Studies

# Data & Analytics

Data Analysis Techniques to Derive Valuable Insights for Informed Decision-making and Strategic Business Advancements



The "Data & Analytics" course analyzes the benefits of data analysis, developing fundamental skills and tools to achieve organizational strategic objectives. In the context of implementing these new processes, KAIZEN™ principles and analytics tools enhance organizational performance across all sectors.

## REASONS TO TAKE THIS TRAINING

- Understand the fundamental concepts of Data Analytics;
- Explore the various levels of maturity in Data Analytics within an organization;
- Deepen the understanding of how to use Analytics to overcome business challenges;
- Investigate different tools and practical techniques employed in Analytics;
- Develop skills to define strategies that leverage data for a competitive advantage.

## TARGET AUDIENCE

Data analytics professionals, IT managers, directors, and leaders interested in acquiring advanced analytics expertise to drive digital transformation, including interpreting and applying data-derived insights.

## PROGRAM

- KAIZEN™ Data & Analytics: Introduction and Terminology
- Data & Analytics Maturity Framework
- DATA: Hotspots
- Strategy:
  - Governance
  - Quality:
- Data Architecture
- Analytics: A Progressive Path:
  - Database Structuring and Data Mining:
    - Reporting & BI Tools
    - Simulation, Digital Twin, and Process Mining
    - Regressions & ML
    - Optimization & AI:
  - How to Successfully Implement an Analytics Project
  - Simulation Exercises
  - Sharing of success stories obtained in the execution of projects focused on Analytics
  - Simulation Exercises
  - Case Studies

## OTHERS

In our commitment to empowering individuals and organizations on the path to operational excellence, we are pleased to present some of our specific training and certifications for sustainability and some sectors of activity.

These trainings instigate profound changes in organizational strategy and culture. It equips participants with the knowledge and skills to navigate strategic transformations and drive organizational cultural change. Our program is designed to catalyze sustained excellence in a rapidly evolving business landscape.

1. Integrate Sustainability into Business Strategy
2. KAIZEN™ in Public Services
3. KAIZEN™ Lean Healthcare
4. KAIZEN™ in Retail Operations





# Integrate Sustainability into Business Strategy

Incorporating Sustainability into Business Strategies for Long-term Environmental and Social Impact



The training "Integrate Sustainability into Business Strategy" supports companies in addressing the growing significance of sustainability in products, processes, and business models. Nowadays, success entails more than just profitability; it includes responsibility for the company's impact on the community and world as an essential strategic ambition.

## REASONS TO TAKE THIS TRAINING

- Learn to seamlessly integrate ESG (Environmental, Social, and Governance) principles into the company's strategy, avoiding disconnected approaches and independent initiatives;
- Understand how to harmonize sustainability goals with central business management efficiently;
- Recognize the positive financial impact of sustainability, exploring how it can affect financial statements through energy savings and reduced raw material consumption;
- Recognize that sustainability is crucial to business strategy.

## TARGET AUDIENCE

Directors, chief sustainability officers, corporate social responsibility professionals, and business leaders interested in integrating sustainability principles into business strategy.

## PROGRAM

- Introduction and ESG challenges
- Main areas of action and type of activities to carry out in Environment (E), Social (S) and Governance (G)
- ESG Applications in Operational Areas – Green Operations
- ESG Applications in Logistics and Suppliers – Green Supply Chain
- ESG Applications in Product Development and Circular Economy – Green Products
- Design and implementation of an ESG plan in the company
- Awareness, sensitization, and governance of an ESG – Green Awareness Program
- Case Studies

# KAIZEN™ in Public Services

## Implementing Continuous Improvement Methodologies in Public Services to Enhance Efficiency and Service Quality



The "KAIZEN™ in Public Services" course focuses on implementing Continuous Improvement in public institutional entities, such as ministries, municipalities, and courts. It emphasizes improving citizen services and reducing costs by optimizing resource management for more efficient performance.

### REASONS TO TAKE THIS TRAINING

- Acquire knowledge to develop strategies that reduce waiting times for approvals, resulting in agile responses;
- Improve the quality of services offered to the community by efficiently addressing prolonged waiting times;
- Explore practices that expedite processes and minimize variability, ensuring greater predictability in operations;
- Familiarize yourself with methods that provide greater visibility into ongoing work, facilitating effective monitoring and management;
- Identify and eliminate waste, promoting more efficient use of resources and increasing productivity levels.

### TARGET AUDIENCE

Directors and managers of public services and professionals involved in administrating and improving processes in government sectors.

### PROGRAM

- Introduction to the Total Service Management Model in Public Services
- Process Efficiency:
  - Process Mapping
  - Standard Work & Automation
  - Archives and Stock Management
- Process Variability Reduction
- Pacing & Pull Planning
- Improving the Citizen's Day
- Simulation Exercises
- Case Studies

# KAIZEN™ Lean Healthcare

Applying KAIZEN™ Lean principles to Healthcare Operations for Streamlined Processes and Improved Patient Outcomes



The "KAIZEN™ Lean Healthcare" course focuses on the continuous improvement of healthcare entities, including clinics, hospitals, health centers, and pharmacies, emphasizing patient care, efficiency, and the quality of services provided.

## REASONS TO TAKE THIS TRAINING

- Acquiring methodologies to reduce waiting lists for consultations and surgeries, as well as to decrease wait times in emergency services;
- Understanding how to implement error and non-conformity prevention methods, aiming for excellence;
- Learning to enhance efficiency in various activities, such as operating room utilization and clinical process management;
- Exploring synchronization strategies between Diagnostic and Therapeutic Complementary Means and Clinical Acts;
- Learn about tools for reducing logistical costs, including the cost of medications and other clinical consumables.

## TARGET AUDIENCE

Healthcare professionals, hospital directors and managers, and other professionals interested in applying Lean practices to optimize processes and improve efficiency and quality in the healthcare environment.

## PROGRAM

- KAIZEN™ Principles in Healthcare
- Flow and Resource Efficiency
  - Process Mapping
  - Standard Work
  - SMED
  - 5S
- Visual Management
- Supermarkets and Mizusumashi
- Quality & Patient Experience:
  - Structured Problem-Solving
  - Patient Experience Mapping
- Simulation Exercises
- Case Studies



# KAIZEN™ in Retail Operations

KAIZEN™ Methodologies to Optimize Retail Operations, Improving Efficiency and Customer Satisfaction



The "KAIZEN™ in Retail Operations" course covers optimization tools for logistics operations throughout the retail supply chain and improving service and customer care.

## REASONS TO TAKE THIS TRAINING

- Acquire skills to improve stock management and prevent stockouts on shelves and in the logistics chain;
- Develop skills using tools that ensure the most efficient fulfillment of planograms;
- Master strategies to minimize problems and waste in the replenishment of products in-store;
- Know methods to boost sales and improve the customer experience;
- Learn techniques to reduce queues, including at the checkout stage, aiming at continuous improvement in the customer experience.

## TARGET AUDIENCE

Retail managers and directors, store directors, and others involved in retail operations who are interested in applying Lean principles to optimize efficiency and customer experience.

## PROGRAM

- Introduction to Total Flow Management Model applied in Retail Market Operations
- Analysis and Cost Collection of the entire Logistics Chain
- Kobetsu KAIZEN™ for Shortage Reduction
- KAIZEN™ Tools for Service Improvement:
  - Daily KAIZEN™
  - Breakthrough KAIZEN™
- KAIZEN™ Tools for Improving Logistics Circuits and Transformation Processes:
  - Process Mapping
  - Standard Work
- Simulation Exercises
- Case Studies



# KAIZEN™ Training Delivery Options

Choose the solution that best fits your needs

## In-Company Training (Face-to-face or Online)

Customized face-to-face or online learning designed to fit your organization's specific needs. Obtain expert guidance at your location or virtually for maximum convenience.

- ✓ **Tailored Content:** Customized training to address the client's specific needs, during which participants can engage in practical activities in their actual work environment.
- ✓ **Personal Interaction:** Facilitates direct interaction between the trainer and participants for immediate clarification and feedback.

## Multi-Company Face-to-Face Training

Engage in collaborative face-to-face sessions with participants from various organizations, fostering dynamic learning environments and networking opportunities.

- ✓ **Different Perspectives:** Enables participants to interact with individuals from different organizations, providing diverse perspectives and insights.
- ✓ **Personal Interaction:** Facilitates direct interaction between the trainer and participants for immediate clarification and feedback.

## Multi-Company Live Online Training

Interact with different participants in real-time virtual sessions, bringing the interactive and engaging training experience to your preferred online space.

- ✓ **Geographical Flexibility:** Participants can join from anywhere, reducing the need for travel and accommodation expenses.
- ✓ **Real-time Interaction:** Allows real-time interaction with the trainer, fostering engagement and the immediate clarification of doubts.

## Self-paced E-Learning Training

Take control of your learning journey with our Self-Paced E-Learning Training. Access training modules at your own pace, allowing flexibility to accommodate your schedule.

- ✓ **Flexible Schedule:** Participants have the flexibility to learn at their own pace and at convenient times.
- ✓ **Geographical Flexibility:** Participants can join from anywhere, reducing the need for travel and accommodation expenses.

AVAILABLE  
SOON

# KAIZEN™ Certification

Kaizen Institute Certification is a mark of excellence recognized globally. Join us on this transformative journey towards organizational efficiency and continuous improvement. Elevate your skills, drive results, and become a certified KAIZEN™ Lean practitioner with Kaizen Institute.

## SIX SIGMA & LEAN SIX SIGMA Certification

To achieve Six Sigma Certification, participants undergo a journey that includes:

- **Training Participation:** Completing our training program is the first step towards certification. Choose the format that best suits your learning style—Face-to-face, live online, or self-paced (available soon).
- **Online Test:** Demonstrate your understanding of Six Sigma principles through a comprehensive online test. This assessment evaluates your theoretical knowledge and application skills, ensuring a robust grasp of the methodology.
- **Project Presentation with Coaching:** Showcase your practical application of Six Sigma methodologies by presenting a project that demonstrates real-world impact. Benefit from personalized coaching sessions. This project presentation is a culmination of your learning journey, emphasizing the practical application of Six Sigma principles.

## KAIZEN™ LEAN Certification

To achieve KAIZEN™ Lean Certification, participants undergo a journey that includes:

- **Training Participation:** Completing our training program is the first step towards certification. Choose the format that best suits your learning style—Face-to-face, live online, or self-paced (available soon).
- **Online Test:** Demonstrate your understanding of KAIZEN™ Lean principles through a comprehensive online test. This assessment evaluates your theoretical knowledge and application skills, ensuring a robust grasp of the methodology.

# Why Choose Kaizen Institute for Training and Certification?

**Global Expertise:** Benefit from our extensive global experience training and implementing KAIZEN™, Lean, and Six Sigma methodologies across diverse industries. With a rich history of successfully executing hundreds of projects annually, we cater to companies of all sizes, including numerous Fortune 500 entities. Our trainers possess vast practical knowledge to guide you through real-world applications.

**Holistic Approach:** Our training goes beyond theory, emphasizing hands-on learning and practical tools you can immediately apply to your workplace. We focus on integrating Kaizen, Lean, and Six Sigma principles with the broader philosophy of continuous improvement.

**Flexible Training Options:** Tailor your learning experience with flexible training options, including in-company sessions (face-to-face or online), multi-company face-to-face and live online training, and self-paced e-learning (available soon). Choose the format that best suits your schedule and preferences.

**Customized Programs:** We recognize that every organization is unique, and our training programs are customizable to meet your specific needs. Whether you are a beginner or an experienced professional, we offer tailored training that suits various skill levels.

**Global Recognition:** Obtain certification from a globally recognized institution. Our certificates testify to your expertise in navigating and instigating positive change, adding significant value to your professional profile.

**Certification Excellence:** Our certification is a testament to your mastery of the methodology. It validates your skills and opens doors to new opportunities, enhancing your career prospects in a competitive market.



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***The journey of a  
thousand miles  
begins with one  
step.***

Lau Tzu

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