

11th of March 2025

Excellence Recognition: The Shell Journey



WORLD OF CI:

Masaaki Imai Distinction and MNC Award unveiling

As the recipient of the Global KAIZEN™ Award 5th Edition, category MNC, Shell is recognized with the Masaaki Imai Distinction 2025 for its exemplary CI deployment, recognizing outstanding achievements in CI. This event is designed to bring together a select group of corporate CI leaders who are passionate about pushing the boundaries of excellence and transforming their organizations from within. Together, we will explore new frontiers in CI and strengthen the global CI community for the future.

This exclusive in-person event, hosted by Shell at the Energy Transition Campus in Amsterdam in March 2025, will offer participants the rare opportunity to immerse themselves in Shell's CI journey. Through dynamic roundtable discussions and networking sessions, attendees will exchange valuable insights into scaling CI from local initiatives to impactful global strategies.

Join us on the 11th of March for the World of CI:
Masaaki Imai Distinction and MNC Award unveiling event
with the presence of worldwide CI experts.



The Masaaki Imai Distinction

Masaaki Imai (1930-2023) was a towering figure in organizational excellence and the esteemed father of the KAIZEN™ philosophy, whose profound insights have reshaped modern management practices. His seminal work, „Kaizen: The Key to Japan’s Competitive Success,” published in 1986, catalyzed a global paradigm shift by illuminating the power of Lean manufacturing and Japanese management techniques.

In 1985, Masaaki Imai founded Kaizen Institute, which has become a beacon of excellence operating in over 30 countries, dedicated to fostering a community of leaders committed to Continuous Improvement. His teachings emphasize long-term commitment over short-term gains and highlight the cultural transformation required for true excellence. His legacy continues to resonate through his writings and the ongoing endeavors of Kaizen Institute, serving as a touchstone of organizations seeking sustained efficiency and innovation while cultivating a rich exchange of ideas among CI leaders worldwide.

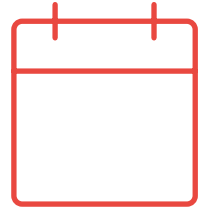




The Masaaki Imai Distinction

The Masaaki Imai Distinction is a prestigious recognition in Continuous Improvement practices, named after Kaizen Institute's founder. It honors long-term commitment to CI principles across entire organizations, emphasizing cultural transformation over short-term gains. Recipients join an elite global community of CI leaders, fostering knowledge exchange. This distinction represents the pinnacle of achievement in CI, distinguishing itself through its holistic approach to recognizing strategic implementation and dedication to ongoing progress.

Agenda & Speakers



Learn for the journey

- 11:00

Welcome coffee

Shell's Safety Briefing

The Shell CI Journey

Lunch: Time for social networking

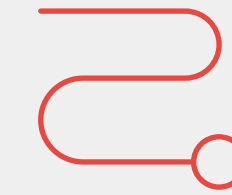
Roundtable discussions to share best practices

Masaaki Imai Distinction – Recognizing Shell

- 17:00

Closing

*Schedules subject to change



The Shell CI Journey

- The why, what, and how of the journey
- Addressing the challenges of the global context
- CI's contribution to business performance and growth
- The key factors for cultural change in a global context
- Maintaining the power of CI in more challenging times
- Innovating the CI journey

Kaizen Institute

Who we are

Kaizen Institute is an international company that provides consulting and training services in the area of Continuous Improvement to public and private companies in more than 30 countries.

We support organizations of all sizes and from all economic sectors in their transformation projects and path to excellence.

Founded in 1985 in Switzerland by Masaaki Imai, Kaizen Institute is the original KAIZEN™ CI expert, spreading the teachings born in Japan.

KAI
CHANGE



ZEN
FOR THE BETTER

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