Lean marketing lab

Sales and marketing learning community dedicated to the user experience.

You can't write and teach Lean Sales and Marketing. It is a **Learn by doing** approach. It is choose one problem and solve one problem. What we can do is provide you a platform through the recommended books and tools, teach them and incorporate feedback as you put them into practice.

Being part of this community will allow you to interact with like minded individuals and organizations, purchase related tools, use some free ones and receive feedback from your peers. There is no cost to join the site and participate in the discussions. There is a separate paid section described below for added services.

What makes Lean Sales and Marketing different is the system. The steps of Lean S & M are first you go and see the initial practice, the user. Second, you form a working vision from the user experience, an ideal situation of where the user wants to go. Third, you visualize the user's process. If you do that, it's obvious to see what your next reaction should be and when to trigger it.

We introduce the tools into the process very early through the books, PDFs and Word and Excel documents. It is a form of self-study and exercises to understand your processes better. They are a way to look at problems, not solve problems. Many people buy the latest software, the latest book or even the latest methodology to implement some sort of solution, thinking it will make them better. What makes you better is using the tool rigorously, so you understand your problems and your own processes and then with hard work, take the time to figure out how to solve your problems. It's this process, that empowers you and which leads you to create better and more performing processes.

Lean is a journey. As my friend Dr. Michael Balle says,
"Lean is not a revolution; it is solve one thing and prove one thing."

I look forward to your participation in the Lean Marketing Lab!
- Joe Dager, Business901.

Personal Kanban

To Do	Doing	Done

Personal Kanban

To Do	Doing	Done

Can you 5S your recent Personal Kanban Effort?

5S

Improving Organizational Standards for Efficiency, Effectiveness and Success

1. Sort
- Identify unused and unneeded items.
- Use clear, visible labels and signs.
- Results are increased productivity.

2. Straighten
- Determine what items you need to do your work and where they should be located for accessibility.
- Signs (Shortcuts, Hyperlinks) should be used to orient workers and assist workflow.
- Provide a surrounding of organization and simplicity

3. Shine
- Thoroughly clean the both front and back stage areas to include computers.
- Recognize and fix problem areas taking steps to ensure they won't continue.
- Make sure all areas are clearly labeled and marked with instructions if required.

4. Standardize
- Make standards clear and visible in the work place.
- Customize labels, sign, and posters where applicable.
- Pick a 5S color scheme for your facility.
- Make sure standards are easy to understand.
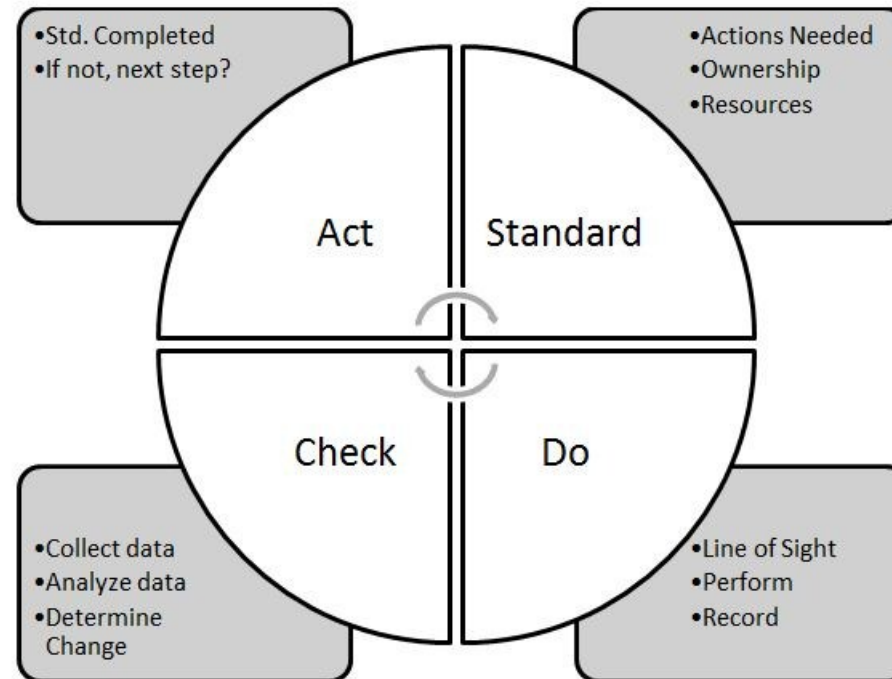- Standards offer employees and employers a way to reach common goals.

5. Sustain
- Identify goals you wish to accomplish & measure your progress.
- Evaluate your resources to find ways to sustain growth.
- Continually observe the 5s standards.

Sample SDCA Cycle

Is the standard being completed?

Has Customers' needs been completed?

If not, reconsider and continue improvement

Is ownership assigned for every action?

Are resources assigned and gathered before starting?

Are meetings outline (Frequency, Attendees, Length)?

Do we know what constitutes variation and action required?

- Std. Completed
- If not, next step?

- Actions Needed
- Ownership
- Resources

Act **Standard**

Check **Do**

- Collect data
- Analyze data
- Determine Change

- Line of Sight
- Perform
- Record

Is the plan working (document with data)?

Is meeting outline being followed?

How are you documenting work?

Is there a visual management program (board)?