

THE TOC TIMES

AGI - Goldratt Institute's Newsletter

June 2009

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Conference Information

Taking your business to a higher level – with Velocity!

We will again enjoy the wonderful Mohegan Sun Conference Center in Uncasville, CT from November 17-19, 2009. Since our last conference in 2008, we've continued to develop our robust integration of the Theory of Constraints, Lean, and Six Sigma (TOCLSS). Our clients have achieved impressive results and they look forward to sharing with you how they did it.

The conference will debut the forthcoming business novel, VELOCITY, co-authored by AGI's Dee Jacob and Suzan Bergland with Jeff Cox, co-author of *The Goal* (see more details in the next section). Each conference attendee will receive a bound and signed advance copy of the book, scheduled for release in January 2010.

You'll also benefit from 14 case study presentations from organizations around the world in a variety of disciplines from strategy, to project and supply chain management. Despite the global nature of this conference, we have intentionally limited the number of attendees to exploit a key advantage—we want you and your associates to be able to engage directly with the presenters and other companies' representatives, the experts, and other people like you—those facing the daily challenges to improve their organizations and achieve meaningful results.

The conference also includes 4 breakout periods offering you a choice between 14 different topics. We've designed these sessions for you to gain practical skills and know how—all

validated by their proven success—to lead organizational change, obtain buy in, and improve project- and supply chain-based organizations.

On November 16th, you can choose between two full-day preconference offerings to understand the fundamentals of either TOC or TOCLSS (TOC, Lean, and Six Sigma Integration). Our experts will present all the essentials in an interactive and dynamic format. These are great opportunities for you to introduce someone from your company or an associate to the key principles and applications of TOC and TOCLSS.

Please visit the conference website, www.goldratt.com/velocityworld2009, for more information. Register by July 31st and you’ll receive a \$500 discount on the regular registration fee. Current TOCICO members qualify for a \$100 discount. In addition, graduates of the AGI Jonah Program[®] or an AGI two-week Expert training programs qualify for an additional \$500 discount.

Registration

Register online at www.goldratt.com/velocityworld2009/registration.htm. You may also register by phone by calling 1-800-394-GOAL (4625) or 1-203-624-9026.

Conference Pricing Per Person in US Dollars (includes continental breakfasts, lunches and receptions)				
Preconference November 16 \$495	Register	Conference – November 17-19		
		Individuals	Groups of 5 or more	AGI Jonah Program [®] or Expert Training Graduates
Fundamentals of TOC or Fundamentals of TOCLSS	Before July 31	\$1500	\$1250	\$1000
	August 1 & October 15	\$1800	\$1550	\$1300
	On or After October 16	\$2000	\$1750	\$1500

Early Registration Discounts - To receive the early registration discounts, you must register and confirm payment arrangements by the dates listed.

Group Registrations - Register five or more people from the same company and location and you’ll qualify for a \$250 per person discount.

Graduates of AGI’s Jonah Program[®] or two-week Expert Training programs qualify a \$500 per person discount off the applicable individual fee or \$250 off the applicable group fee.

Previous attendees of TOC World[®] or VELOCITY WorldSM or TOCICO Members receive one additional \$100 per person discount.

Venue - Mohegan Sun Conference Center

One of the world's most amazing destinations, Mohegan Sun provides the ultimate in accommodations, meeting convention services, dining, and entertainment with 30 different

dining options, fine shops and boutiques, major sporting events and performances by today's top stars.

To make your hotel reservations:

You may register online:

https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=152930] or by calling **1-866-708-1340** and use the group code **AGI09** to receive the conference discount rate of \$209 per night, plus applicable taxes.

For U.S. Government employees, you must call **1-888-777-7922** and use the group code **AGI09B** to receive the government lodging rate of \$105 per night, plus applicable taxes.

Velocity - A Business Novel

Combining Lean, Six Sigma, and TOC to Accelerate Business Improvement

From the writer behind the multimillion-copy selling business novel *The Goal* and the consulting group that made *The Goal* a reality, comes the proven, breakthrough approach to identifying and rapidly making the pivotal changes in your business that will dramatically boost bottom-line results.

Dee Jacob and Suzan Bergland, two principals of AGI – Goldratt Institute, have teamed up with Jeff Cox, co-author of *The Goal* to introduce the powerful “velocity” business approach for focused system improvement. Developed by AGI, *Velocity* consists of three pillar: TOC, which provides the system architecture for strategy and design; TOCLSS, which provide the focus improvement process of combining TOC, Lean, and Six Sigma; and SDAIS, the deployment framework consisting of Strategy, Design, Activate, Improve, and Sustain. Based on its extensive experience implementing the *VELOCITY* approach, AGI has delivered extraordinary results with remarkable speed for clients such as Corning, Nike, and the U.S. Air Force and Naval Aviation.

Written in the same compelling style that made *The Goal* such an enduring classic, *Velocity* is an engaging novel that tells the story of a company called Hi-T Turbine that is grappling with bottlenecks in sales, manufacturing, and product development. The story vividly shows how the company initially fails to succeed because it concentrates only on local improvement. Only when it begins to take a holistic view of the entire company does Hi-T then quickly turn its business around—realizing significantly reduced operating costs, increased sales, shorter production times, better quality control, and substantially improved profits. The story unfolds in a real world fashion that all members of an organization can grasp, from shipping clerk to CEO.

Velocity is the vital resource that business people need for delivering urgent business improvement in these challenging economic times.

Attendees at 2009 VELOCITY WorldSM – The Conference on TOC, Lean, & Six Sigma will each receive a bound and signed advance copy of the book, scheduled for release in January 2010.

VELOCITY Case Studies

The Enterprise AIRSpeed Journey

Strategic Direction and the Integration of the Theory of Constraints, Lean, and Six Sigma (TOCLSS) to Achieve Focused System Improvement – This detailed case study describes AGI's work to improve the aircraft maintenance and supply support system for all of U.S. Naval and Marine Corps aviation around the world. [www.goldratt.com/airspeed.pdf]

Corning Display Technologies

Supply Chain Success Through Demand Pull – This brief case study describes Corning's improvement in providing higher sales volume with lower inventories to its glass customers in the TFT-LCD (thin film transistor-liquid crystal display) industry.

[www.goldratt.com/corning.pdf]

TIMCO Aviation Services

The Importance of Strategic Alignment for Successful Solutions – This brief case study emphasizes the value of strategic alignment to guide improvement and operations decisions in TIMCO's project management of diverse aircraft MRO (maintenance-repair-overhaul) operations. [www.goldratt.com/timco.pdf]

AGI's New Courses

Introduction to TOCLSS

In difficult economic times, in fact in any economic time, the pressure to improve is intense. Executives and managers face many challenges: increase sales, reduce costs, avoid lay-offs, move inventory, accurately forecast future demand, rapidly find and develop the next market breakthrough and the greatest of all, *SURVIVE!* They're asking, "What will help my company the most? ... What do I do first? ... Where can I have the greatest impact?"

Many organizations invested in gaining expertise in one of three separate pillars of improvement – TOC (Theory of Constraints), Lean, or Six Sigma. In most cases, company experts spent significant time mastering one of these three and then devoted additional efforts trying to show return on the investment in their training. As other methodologies came along, shifting to using something else came across as another program of the month. But for many, when the objective for all three is to improve the organization's results, why did it come down to an "either or" mentality? Why did some attempts at integrating the three not show the promised return or end up being integration in name only?

This two-day workshop provides participants with an overview of the systematic approach to integrating the three methodologies – regardless of the organizational or operational environment. Understanding the key differences and overcoming the discords allow your organization to use this new approach to take full advantage of the best practices available today. [www.goldratt.com/introtocls.pdf]

Jonah Program[®] for Facilitators

This course has been created to give an organization's Jonah Program[®] graduates the advanced skills they need for applying the TOC TP while facilitating other subject matter experts. This program enables organizations to develop the organic skills needed to sustain their own cycles of **Focused System Improvement**.

The three-week Jonah Program[®] for Facilitators course provides past graduates of the Jonah Program[®] the opportunity to build on their TOC Thinking Process foundation and to expand their skills by analyzing problems and facilitating solutions while seeing through the eyes of others. This program enables participants to develop and improve their skills for extracting important information and facilitating discussions that enable them to articulate the Core Conflict of other people's current state. The participants then demonstrate their ability to lead in the development of a tailored solution, which results in an implementable roadmap that solves another person's real world problem. Participants will also create personal plans to assure that they will continue to improve their capability to effectively facilitate solutions within their respective organizations. [www.goldratt.com/jpff.pdf]

Train the Trainer - TOC Production Management

This three-day workshop gives your organization's internal instructors the understanding and presentation skills needed to conduct training in a more cost-effective way than hiring outside resources. The workshop provides your trainers with the following benefits:

- Deeper understanding of the Five Focusing Steps and the TOC Production Management principles (commonly called Drum Buffer-Rope or DBR).
- Comprehensive understanding of the new AGI Production Simulator and how it can effectively represent those principles in various environments.
- Proven instruction techniques, guidelines, and critiqued practice using the new AGI Production Simulator and the supplied PowerPoint presentation.

[www.goldratt.com/tttprod.pdf]

2009 Course Schedule

Introduction to TOCLSS (Theory of Constraints Lean Six Sigma) - *Two-Day Workshop*

September 29-30	New Haven, CT, USA
December 3-4	

Train the Trainer – TOC Production - *Three-Day Workshop*

October 14-16	New Haven, CT, USA
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Introduction to TOC Project Management - *Two-Day Workshop*

October 1-2	New Haven, CT, USA
December 1-2	

TOC Project Management Technical Expert Training - *Two-Week Course*

July 13-17 & 20-24	Malaysia
September 28-Oct 2 & Oct 5-9	New Haven, CT, USA
October 19-23 & 26-30	Malaysia

Introduction to TOC Supply Chain - *Three-Day Workshop*

July 28-30	New Haven, CT, USA
December 15-17	

TOC Supply Chain Management Technical Expert Training - *Two-Week Course*

June 29-July 3 & 6-10	Singapore
August 10-14 & 17-21	New Haven, CT, USA
September 7-11 & 14-18	Belgium

TOC Deployment Expert Training for Project Management and Supply Chain

- *Two-Week Course*

August 17-21 & 31-Sept 4	New Haven, CT, USA
October 19-23 & 26-30	

Jonah Program® - *Two-Week Course*

June 22-26 & July 20-24	New Haven, CT, USA
July 27-31 & August 3-7	Malaysia
August 31-September 4 & 14-18	New Haven, CT, USA
November 2-6 & December 7-11	New Haven, CT, USA
November 23-27 & 30-December 4	Belgium

Jonah Program® for Facilitators - *Three-Week Course*

August 24-28 & September 21-25 & October 5-9	New Haven, CT, USA
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442 Orange Street
 New Haven, Connecticut 06511 (USA)
 Tel: +1.203.624.9026
 Fax: +1.203.624.9607
www.goldratt.com