LAI EdNet Strategic Direction

Chicago 7/31/2007
What is LAI EdNet?

- Curious Students / Employees
- Body of Knowledge
- LAI
- Certified Faculty
- Hosts
- Lean Education and Training
- Curriculum
- LAI
- Body of Knowledge
- LAI
- Continuous Improvement
- Capable Workforce
- Passionate/Aware+
- Grads
- Credentialization
Vision: Current and Future Workforce Having Passion and Capability for Lean Continuous Improvement

Mission: LAI EdNet Facilitates Premiere Lean Learning Experiences

- in Industry, Government, and Educational Institutions,
- by maintaining a Lean Body of Knowledge,
- developing world-class Lean Curriculum,
- training and credentializing Lean instructors,
- and recognizing Lean Training Centers of Excellence.
- These efforts impact students, employers, and the national economy by widely disseminating Lean awareness,
- developing individual and organizational Lean capability,
- and supporting Enterprise Continuous Improvement.
LAI EdNet is Unique

• Broad Body of Knowledge
  • Continuing Research at Graduate Level
  • Reflects Current Best Practices
  • Promotes Consistency across industry
• Extensive Interactive Learning
• Flexible / Modularized Curricula
• Lean in Action
  • Pertinent Tours / Guest Presentations
• Diverse Teaching Team
• Success in Raising VALUE Scores
Who are the Customers? What might they want?

- **Industry**
  - Hiring of Lean Aware New Employees
  - Advanced Modules
    - Product Development, Supply Chain, Service, Finance, etc.
  - Basic Lean Academy – for non-Aerospace Companies

- **Government**
  - Level 1 CPI Training – DSD England Mandate
  - Advanced SCM Module

- **Educators**
  - Useful, practical curricula
  - Advanced Modules
  - Transition Knowledge Exchange Events into Curriculum
Incentives for Expanding Lean Education

• For Industry / Government
  • Cost avoidance for basic lean training
  • Higher capability entry workforce

• For Academia
  • Opportunity for preferred status with industry
  • Better student placement

• For Prospective Employees
  • Signing bonus / salary differential
  • Greater ability to perform well early in career
LAI EdNet Strategic Elements

- Engage with DoD CPI Training Mandate Using current Lean Academy – Tom/Steve/ Janet Hassan
  - Get Lean Academy Certified as DoD CPI Equivalent
  - Schedule classes using DAU/AFIT as Lead Instructors
- Engage Industry and Government Leaders regarding their Need for Advanced Lean Modules – Earll/Industry POCs
  - Translate Knowledge Exchange Events into New Lean Modules
  - Lean Product Development underway
  - Lean Supply Chain should be modular so it can be imbedded in Lean PD and other Lean Courses
  - Opportunity for Lean Finance/ Lean Services/ etc.
- Communicate Urgency of Lean Curricula to Academia – Jan/Tom to establish plan
  - Mobilize industry and government recruiters, university relations
  - Create student demand pull during job fairs , campus interviews
  - Possible ads/advertisements in student newspapers
- Expand and Focus Communication and Marketing of LAI EdNet – Jackie/Dick
  - Establish the brand and articulate the value
  - Develop Recognition for Lean Academic Centers of Excellence
- Determine Sustainable Business Model for Ednet – Tippie student project
  - Explore Federal/state/local funding
  - Aggressive open enrollment deployment
- Continue to expand the LAI EdNet membership and instructor cadre – Earll
  - Industry work through key school relationships
  - Advertise broader LAI focus beyond aerospace