Company Background

Intel® was founded in 1968 by Gordon E. Moore and Robert Noyce, both former employees of Fairchild Semiconductor. By the 1990’s, the Pentium® line of products was leading in the market for PCs, and made Intel® a former employees of Fairchild Semiconductor. By the 1990’s, the Pentium® line of products was leading in the market for PCs, and made Intel® a

Project Background

How to cultivate cultural change leading to a sustainable Lean culture within a office-based group

Geographically dispersed group of 780 planners world-wide

Limited Lean experience resident within the group

Adapting Lean manufacturing principles to the office

Methods used

Identify burning platform → Reason for Change

Align rewards & recognition → Incentive behavior

Communicate early wins → Build Excitement

Education → Build knowledge

Application of knowledge → Create Experts

Make the journey personal → Make it stick

Conclusions

Lean mfg. principles can be adapted and applied to an office-based group and cultural changes, although in its infancy, is emerging.