

REGISTER TODAY  
2019 Shingo  
SHOWCASE AT GOODYEAR

August 27, 2019  
AKRON, OHIO

EVENTS.SHINGO.ORG

## Receive great training and refresh your mental picture of "great," all in one value-packed day.

The Shingo Showcase gives you access to the inner workings of a mature facility that exemplifies excellence. This one-day event includes an exclusive tour and a choice between two excellent workshops.

### Pricing:

\$500 per person  
Groups of 3 or more receive 20% off.  
Discount automatically applied at checkout.



### INSIDE LOOK

Take a two-and-a-half hour tour through a mature facility that exemplifies operational excellence.



### TRAINING

Choose from two excellent 4-hour workshops to round out your day of learning.



### DEEP DIVE

Talk with company leaders about their continuous improvement journey, missteps, and break-throughs.

# Your choice between Two Workshops

## Workshop Option No. 1: Change Management

In this workshop, Norbert Majerus teaches the basic principles of change management and shares the experience and examples of the successful lean transformation at the Goodyear Global Innovation Centers, as described in the book *Lean-Driven Innovation*.

*The workshop focuses on the following topics:*

- Prerequisites for a successful lean implementation
- How to prepare the organization and the leaders
- Engaging leadership and associates in the process
- Develop a vision and plans
- Communication and education
- How to motivate the people involved in the transformation
- Sustaining and anchoring the change
- Change management subjects, including the 11 steps of change management, people engagement, respect for people, and the role of the change leader

## Workshop Option No. 2: Creating Great Leader Work

In this workshop, Beau Keyte will take a pragmatic, hands-on approach to build a framework from engaging your organization in relevant leader work. This interactive session will help you think through several key issues that you can then use with the rest of your leadership team to develop a leadership path within your transformation.

*You will be learning how to:*

- Define the gap between your current work and great leader work
- Identify high value work to keep and low value work to shed
- Simplify our focus and message
- Define the behaviors necessary to get the results you seek utilizing the Shingo Model.
- In addition to sharing your thoughts with your colleagues, you will also have time to outline an action plan to share within your organization in order to establish your own path to relevant leadership

## Highlighted Speakers



**Norbert Majerus**  
*Author*  
LEAN-DRIVEN INNOVATION



**Beau Keyte**  
*President*  
THE KEYTE GROUP