

## Lean Product Design

### Overview

This two-day intermediate level workshop presents a comprehensive set of practical, easily applied techniques for reducing the manufacturing cost of any product. Workshop participants will learn how to apply these powerful tools to real products, in real time, with high efficiency. The product development process represents the most complex, challenging, and poorly understood activity in business. However, reducing manufacturing cost is the fastest and surest way to achieve a measurable increase in profits.

The practical tools in this workshop can be applied to both new product opportunities and existing successful products. These tools also require minimal organizational change, and can yield bottom line results. Slashing costs is a great place to begin your journey toward Lean product development excellence.

The tools and methods of this workshop are organized into an "itinerary" that follows the timeline of a typical product development project, from initial idea generation to product qualification and launch. Examples, exercises, and guidelines are provided for each tool to help participants decide which tools are valuable in their situation. In this way, workshop participants can quickly craft a cost reduction strategy that is optimal for their products and markets, and gain enough understanding to get immediate results.

**Lean Product Design** is the second workshop in a series of three Lean Solutions dedicated to the product development process. The focus of this workshop is the reduction of manufacturing costs of products. The first workshop in this series is **Lean Product Development**, which focuses on reducing the time to market for new product. The third product development workshop is **Lean Product Innovation**, which focuses on new product positioning via successful differentiation strategies.

Like most **Lean Solutions** workshops, **Lean Product Design** combines classroom theory with practical exercises and case study simulations to reinforce the training. However, unlike most of our Lean Solutions, the theories presented during the workshop will not be directly applied to one of your products during the course.

The **Lean Product Design** workshop was created by, and is the property of Ronald Mascitelli, President of Technology Perspectives, a US-based educational firm that focuses entirely on improving product development processes. **Lean Solutions Limited** is one of only ten consulting firms in Canada that have been licensed to deliver this workshop.



### Related Information:

[Lean Principles](#)

[Lean Product Development](#)

[Launching the Lean Initiative](#)

[On-Site Lean Implementation](#)

[Lean Product Innovation](#)

## Objectives

- Understand the true cost build-up of any product
  - Utilize twenty cost "levers" to perform cost-reduction trade-offs
  - Improve customer communication and value capture
  - Capture synergy across product lines through flexible platform strategies
  - Eliminate design waste through value engineering
  - Implement a simplified version of Toyota's 3P process
  - Use six-sigma based tools to reduce variability and scrap
  - Reduce touch labor and materials through Design for Manufacturing and Assembly (DFMA)
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## Agenda

### Day One

- The Business of Lean Design
  - Screening for Profitable Products
  - Defining a Target Cost
  - Twenty Levers for Product Cost
- Capturing the Voice of the Customer
- Platform-Based Cost Reduction
  - Platform Strategies
  - Modular / Scaleable Design
  - Mass Customization

### Day Two

- Value Engineering
  - Production Process Preparation (3P)
    - Toyota's 3P Process
    - The "How's it Built" Review
  - Six-Sigma and DFMA Methodologies
  - Lean Self-Assessment and Kaizen Tools
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## Typical Results

Workshop participants will be able to dramatically reduce the overall cost of products through superior design, and the creation of synergies between products. Additionally, your products will better capture the customer's perception of value.

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## Who Should Attend

This workshop is ideal for all product development team leaders. However, it is also very useful for engineers, marketing, and any other functions that routinely work on product development teams, including operations. Managers who oversee new product development should also attend, including finance managers and anyone else who must approve projects at various stages.

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## Prerequisites

This workshop can be attended without any prior Lean knowledge. However, attendees will get more out of the workshop if they are familiar with the **Lean Principles** and with **Lean Product Development**. If Lean is new to your organization, consider starting your Lean journey with either **Launching the Lean Initiative** or **Lean Principles** workshops.

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## What you Receive

As with all our workshops, each participant receives their own workshop binder so they can keep their own notes for reference once the workshop is over. Participants also receive a copy of Ron Mascitelli's book, *The Lean Design Guidebook* as well as a Certificate of Completion to show that they have completed a **Lean Solutions** workshop.

Since this workshop is not the property of **Lean Solutions**, the materials cannot be reproduced for further distribution within the company. However, additional copies of Ron's book can be ordered (call for pricing).

You also receive a 100% guarantee! If you are not satisfied either with the material covered or the teaching style of the workshop facilitator, there will be no charge! If we fail to meet your expectations, the only thing you will be asked to pay for will be the expenses incurred.

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## Workshop Follow-up

Although our workshops are designed to give the knowledge to you and your team, follow-up days are recommended to review progress made following each workshop. Typical organizations require one to two follow-up days about 2-4 weeks following the workshop. These follow-up days also help to ensure that the principles learned during the workshop are not forgotten or neglected after the workshop is over. If you are interested in a greater involvement by one of our expert facilitators, check out our **On-Site Lean Product Development** solution.

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### **Pricing & Contact Information**

The base cost for this two-day workshop is \$7,000, which covers the first 15 participants. Classes larger than 15 participants will be taught by two facilitators and cost \$11,000. In order to keep the class size manageable and to facilitate the learning process, **Lean Solutions** restricts the maximum class size to 30 participants. Follow-up days cost \$1,500-\$2,000 per day, depending upon the experience of the facilitator. There is a 10% discount available for long-term engagements. Expenses are in addition to the costs outlined above and include cost of travel and accommodation (if required) as well as meals and workbooks (\$20 per participant).

**Lean Solutions** will tailor workshops to meet each company's requirements. Call or e-mail for more information or to schedule a workshop.