LEAN SUMMIT 2020
GO LEAN – LEARN, IMPROVE & INSPIRE

09 - 10 March 2020 | DUBAI

Organized by: Dubai Quality Group
In Association with: Lean Gulf Institute

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KEYNOTE:
Managing the Lean Enterprise 2020 and Beyond (Video Call)

SPEAKER:
Dr. James Womack
The Father of the Lean Movement shares his Insights.

SUMMARY:
Lean management guru, Jim Womack, will lead a keynote address introducing lean management. What is it? And how is it relevant in today’s and tomorrow’s rapidly changing environments? Developed by Toyota beginning in the 1950’s, lean management is a powerful methodology to align an organization around delivering customer value through a perfect value-creation process with zero waste.

Jim will explain the fundamentals of lean management - as well as how it contrasts with alternative, more widespread forms of management - while drawing on his vast experience walking hundreds of Gemba.

SPEAKER BIO:
James P. Womack, Ph.D., is the Founder of Lean Enterprise Institute and Lean Global Network. Womack has a B.A. in political science from the University of Chicago, a master’s degree in transportation systems from Harvard, and a Ph.D. in political science from MIT.
KEYNOTE:
Design Your Future: How to Create/Sustain Lean Thinking by Doing

SPEAKER:
Deborah Salimi
Lean Gulf Institute

SUMMARY:
Success is seldom a straight line—it’s a process. As an internationally recognized Lean Sensei and co-founder of the Lean Gulf Institute, Deborah Salimi guides individuals and organizations to identify opportunities for improvement and achieve results beyond expectations. This keynote is not your everyday speech. With proven Lean tools, new techniques, and services to guide you, Deborah will guide you to:

1. 1- Learn to See
2. 2- Connect your Dots to the Lean Summit Learnings and case studies
3. 3- Define sustainable actions to:
   ▪ Make your life and work easier,
   ▪ Achieve amazing results and spend more time with the people you care about and
   ▪ Do the things you love most.

Get in the flow to allow your passion to be your purpose. Explore flexible, creative ways to simplify your life, achieve more with less, and become extra-ordinary

SPEAKER BIO:
Deborah is recognized as a true Lean Sensei who enthusiastically shares her knowledge & insights. She is an approachable, transformational speaker, author and mentor who travels the world, with a message of hope & systematically lays out approaches to address the challenges that keep enterprise leaders and employees up a night in the areas of quality improvement, operations management, and organizational development. She has over 15+ years of leadership experience in promoting Lean & continuous learning in local and international enterprises.
KEYNOTE:
Learning to develop your business the Lean Way

SPEAKER:
Rene Aernoudts
Lean Management Institute, Nederlands

SUMMARY:
Many of us deal with ever more complexity in our businesses, and look for ways to improve the way we create value for customers, engage the skills of employees and have an impact in our community. Some step into the pitfall of starting up improvement initiatives that will mostly fail. What can you do to make sure your actions bring the improvement you aim for? It starts with understanding your context, the key challenges you face and the rhythm of change you can bring to your organization.

René Aernoudts will share insights in how to develop an engaging and successful improvement initiative.

SPEAKER BIO:
Rene Aernoudts is the Director of the Lean Management Institute and Nyenrode Lean Institute. He has been working in a wide variety of organizations, from healthcare, schools, and ministries, to automotive, software development and sales. He likes to help people create lasting customer satisfaction and financial benefits within organizations.
KEYNOTE:
A Vision for Lean Healthcare
(Video Call)

SPEAKER:
Mark Graban
Lean Gulf Institute

SUMMARY:
While it's important to understand the methods and mindsets of Lean (the “what” and the “how”), it's perhaps more important to articulate why Lean is a strategy for providing better healthcare. How are other leading organizations around the world utilizing Lean to improve patient care and outcomes, increase employee engagement, and make better use of funds? How can Lean management approaches help increase organizational learning? How does continuous improvement connect with innovation? Those topics will be discussed in this informative and inspiring talk.

As we all experience some form of healthcare services at some point in our lives, and form our opinions of healthcare services based on those interactions, this session will offer valuable takeaways to both healthcare and non-healthcare Summit participants.

SPEAKER BIO:
Mark Graban is an internationally-recognized consultant, published author, professional speaker, and blogger. He builds upon a deep education in engineering and management with practical experience working with executives and frontline employees in multiple industries to synthesize and practice methods including Lean management, continuous improvement, statistical methods, and people-centered leadership approaches.

He is also a Senior Advisor to KaiNexus.
KEYNOTE:
Lean Systems Thinking supporting our Business-Within- Business Paradigm

SPEAKER:
Ronald Uchil
Gerab National Enterprises L.L.C.

SUMMARY:
In today's rapidly changing world, it is imperative that organizations are nimble and agile to manoeuvre successfully through unpredictable business cycles. In the effort to nimble, efficient and profitable we have been on a business transformation journey and implementing the concept of “Business Within Business Model”. The fundamentals concepts of Lean Systems Thinking has played an important role in making this shift possible.

SPEAKER BIO:
Ronald held senior management positions as Head of Human Resources with Masafi Co LLC, Tata Finance, American Express and Cipla and was responsible for leading the People Practice and Performance Management function in these entities.

He is a seasoned HR professional with a unique blend of Corporate and Consulting businesses that includes Human Resources Management, Corporate Performance Strategy and Business Excellence.
KEYNOTE:
Managing Value Generation and Workflow on Projects (Lean in Construction)

SPEAKER:
Dr Tariq Sami Abdelhamid
Michigan State University (MSU), USA

SUMMARY:
Lean Construction is concerned with aligning and connecting the understanding among different individuals across different spatial and temporal dimensions to get a structure built that meets the needs of the client with minimum waste as possible. Lean is doing value-added work, per established standards/specifications and/or as mutually agreed by two or more parties, correctly the first time through, with the requirement of continually improving and respect for what people have to offer.

Objective #1 – Create general awareness of Lean Thinking in the construction industry – gaining an understanding of fundamental principles, key practices, basic vocabulary and benefits of Lean Project Delivery.

Objective #2 – Explain the process of Lean Construction deployment based on project delivery method and new arrivals.

SPEAKER BIO:
Tariq is the Chief Lean Performance Officer with the Residential and Hospitality (RHS) Division at Michigan State University (MSU). He is also an Associate Professor of Lean Construction at the School of Planning, Design and Construction at MSU.

Trained by Greg Howell and Glenn Ballard (founders of the Lean Construction Institute (LCI), USA), he serves as chairperson of the LCI Academic Forum and is the Editor of the Lean Construction Journal since its inception in 2003.
KEYNOTE:  
Lean Digital Transformation

SPEAKER:  
Christopher G. Thompson  
Director - The Lean Institute, Brasil

SUMMARY:  
Companies are more and more interested in so-called “digital transformations”, be it for the opportunity to optimize and innovate business models or because they fear they will fall behind their competitors or the most disruptive players in the market. Changing customer expectations increasingly include products and service based on digital technologies, the use of mobile devices, Internet of Things (IoT), cloud computing, data analysis, and so on. This opens up many opportunities for organizations that have not yet been explored in their entirety. For us to tap into the full potential of digital technologies, however, we need to integrate lean into our strategic thinking, to ensure that our digital transformations actually help us to add value and eliminate waste. Disconnected technology-based initiatives that lack a clear purpose won’t go very far.

SPEAKER BIO:  
Christopher G. Thompson is a director at the Lean Institute Brasil. Has participated for 15 years in the diffusion and lean implementation in Latin America. Supporting more than 200 companies to carry out lean transformation, improving the management model and organizational culture. Working in diverse sectors such as automotive, aeronautics, construction, metallurgical, food, pharmaceutical, technology, financial, health, consumption, chemical and services. He is conducting organizations on their lean digital transformations, using the fundamental concepts and adapting the steps of the journey to the needs of each company.
KEYNOTE:
Going the extra mile with Lean Construction

SPEAKER:
Samer Abu Daqqa
Engineering Contracting Company (ECC), UAE

SUMMARY:
The implementation of Lean Principles in a construction company – introducing a new concept to the Middle East for the first time.

Overview: Lean construction principles have been introduced and implemented in Engineering Contracting Company (ECC) since November 2017.

Phase 1: Introducing Lean to ECC – a three-day workshop held for employees from different departments in April 2018.

Phase 2: Applying the Concept / Lean Principles – choosing a pilot activity (ceramic tiling), mapping the current state and identifying the non-value-added activities to be eliminated. Based on the results achieved, lean principles were applied to other activities.

Phase 3: Pilot Project Implementation – carrying out the application of lean principles across all activities for a chosen pilot project and observing the results achieved.

Phase 4: Rolling-Out Implementation – standardization of lean practices based on results obtained from the pilot project and rolling out on other projects with similar activities.

SPEAKER BIO:
Samer has developed a wealth of experience across a broad range of sectors, primarily in Cost Control and Budgeting. With over two decades of experience in the ME, Samer has developed proficiency in a diverse range of projects, from low rise housing schemes & major high-rise towers.

Through building & enhancing the cost control system he has ensured delivery of efficient, effective, and reliable methods & practices, including monitoring cash flows, forecasting estimated costs at completion, corrective action and feedback.
KEYNOTE:
Lean Accounting: Financial Management for the Lean Organization

SPEAKER:
Nick Katko
BMA Inc., USA

SUMMARY:
Lean Accounting is the management accounting system for lean companies. Lean accounting makes relevant information available to decision-makers in lean organizations to drive quality decision making. In this session, you will learn the strategic reasons why Lean Accounting is necessary for the successful execution of a Lean strategy, the relevant information required to make sound decisions in lean organizations and see a real case study of how one company uses lean accounting.

SPEAKER BIO:
Nick is an early pioneer of Lean Accounting. In the 1990’s, as CFO of Bullard, he implemented a complete lean management accounting system in conjunction with Bullard’s Lean transformation, which included eliminating standard costing. Through this experience, Nick learned that existing management accounting systems & financial management practices for lean organizations must be made relevant to ensure the success of a lean strategy.
KEYNOTE:
Lean Thinking: Creating Learning Organisations Where People Grow

SPEAKER:
Waleed Mazen
Managing Director – V-Veer Ltd

SUMMARY:
How to Develop a proactive behaviour in the organisation? It is essential that organisations provide opportunities to employees to continually pursue excellence in the work they do and opportunities for them to pursue personal development. Organisations that show their employees that they are valued members of the organisation, results in them taking ownership of their actions, and gives them the pride that comes with knowing they are making an important contribution to the mission of the organisation. The session will explain how to actively empower employees through encouraging them to play a role in the decisions that impact their work and build their confidence. It will also highlight the importance of developing a work environment where employees feel comfortable and motivated to do their best work.

SPEAKER BIO:
Waleed Mazen holds more than 15 years’ experience in training and coaching in lean management. He holds a Bachelor of Science degree in Systems Engineering – Industrial Engineering from Saudi Arabia’s King Fahd University of Petroleum and Minerals, plus an Executive MBA from Imperial College London in the UK. He has also qualified as a Certified Lean Six Sigma Black Belt & Lean Master Practitioner. He has accumulated a wealth of knowledge and best practices by serving client organisations throughout a variety of industries, geographies and cultures – saving them many millions of dollars in the process.
KEYNOTE:
Lean’s role in an Agile/Robotic age.

SPEAKER:
Steve Snowden
Head of Lean Agile-Mahsreq Bank

SUMMARY:
This presentation will look at how Lean can combine with Agile and Robotics to ensure the core fundamentals of waste removal and increasing value add time should remain at the customer centric view of any organization in today’s demanding environment.

SPEAKER BIO:
Steve is an experienced Commercial and Change Management professional across all areas of Financial Institutions including the design, delivery and implementation of Lean, Intelligent Process Automation & Agile segmentation & projects. He spent 20 years with Lloyds bank in the UK.

His overseas experience started 14 years ago with Lloyds in Dubai, New Zealand & Qatar where he joined Mashreq Corporate moving with Mashreq back to Dubai in 2011.
KEYNOTE:
Is Lean Still the Right Fit for You?

SPEAKER:
Todd Sperl
Lean Fox Solutions, USA

SUMMARY:
We’ve been implementing Lean, Six Sigma and the Toyota Production System (TPM) since before they had these names. Deming’s TQM of the 1980’s exposed us to our careers of implementing improvements through the use of these budding tools in the 1990’s. In the 2000’s, many late comers also joined the movement. So why is there still such a gap between those that succeed with these tools, and those that do not?

Several critical early Lean adopters who were instrumental to its success have moved away from the management philosophy. Recently, many have begun to study this with findings that proponents of Lean management might not want to hear. In this talk, I will explore the economics, culture, politics and other reasons why more companies fail than succeed with Lean.

SPEAKER BIO:
He is an enthusiastic, creative leader who can look beyond today’s problems to find tomorrow’s solutions. He is an out-of-the-box thinker not bound by the status quo. In addition to his leadership role at Lean Fox Solutions, Todd is an author, app designer and a Lecture at Oakland University’s Executive MBA Program and Organizational Development Department.

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LEAN WORKSHOP

Full and half day workshops focused on interactive learning and sharing of ideas with Lean Experts

10 March 2020 | LE MERIDIEN DUBAI
WORKSHOP:
Utilizing Value Stream Mapping to Identify Waste and Improve Performance
8:00 am to 5:00 pm

WORKSHOP LEADER:
Todd Sperl
Lean Fox Solutions, USA

SUMMARY:
This workshop will sharpen your "eyes for waste" and "eyes for flow." Using a manufacturing case study you'll learn how to identify a product family, how to see the entire value stream for a particular product family, how to map the value stream to identify and eliminate waste, what makes a value stream lean, and how to develop a plan to achieve results.

At the completion of this workshop, the learner will be able to appreciate the importance of identifying waste and understanding the current state before making any decisions to change the process.

Value stream mapping is a lean-management method for analyzing the current state and designing a future state for the series of events that take a product or service from its beginning through to the customer.

BIO:
He is an enthusiastic, creative leader who can look beyond today's problems to find tomorrow's solutions. He is an out-of-the-box thinker not bound by the status quo. In addition to his leadership role at Lean Fox Solutions, Todd is an author, app designer and a Lecture at Oakland University's Executive MBA Program and Organizational Development Department.
WORKSHOP:
Value Stream Mapping
8:00

WORKSHOP LEADER:
Waleed Mazen
Managing Director – V-Veer Ltd.

SUMMARY:
What is Value Stream Mapping? VSM is a technique used to visually document the flow of information and materials within a business to differentiate companywide processes that add value from those that generate waste. It provides the basis for the analysis and improvement of key business processes by identifying areas of waste. Value Stream Mapping is a powerful enabler in identifying and addressing the valuable opportunities in any organisation’s processes. Using practical exercises, examples and group activity you will learn how VSM is used to analyse and re-design end-to-end processes and involve multiple departments or functions. The goal of the workshop is to give participants practical skills needed to use Value Stream Mapping within an organisation.

BIO:
Waleed Mazen holds more than 15 years’ experience in training and coaching in lean management. He holds a Bachelor of Science degree in Systems Engineering – Industrial Engineering from Saudi Arabia’s King Fahd University of Petroleum and Minerals, plus an Executive MBA from Imperial College London in the UK. He has also qualified as a Certified Lean Six Sigma Black Belt & Lean Master Practitioner. He has accumulated a wealth of knowledge and best practices by serving client organisations throughout a variety of industries, geographies and cultures – saving them many millions of dollars in the process.
WORKSHOP:  
*The Lean Learning Game Show*  
8:00 am to 5:00 pm

**WORKSHOP LEADER:**  
Rene Aernoudts  
Lean Management Institute, The Nederland

**SUMMARY:**  
Traditionally we learn in classrooms and in real life. Since Lean is so different from what we have learned in our formal education, many people struggle with the concept and find it challenging to apply. Lean is simple unless you choose to stick to your old routines and habits. In this workshop we teach in several ways how people can engage in real life experiences, test their Lean skills in applying them in funny, challenging, engaging and sometimes competitive games, quizzes and exercises!

In this workshop, participants will:
1. Engage in multiple fun exercises and experience different ways to learn about Lean concepts and methods.
2. Test their own individual and group skills in solving practical problems and application of Lean ideas in different environments.
3. Learn how to engage people in learning as a group activity and how small exercises can make people change their thinking and behaviour.
4. Learn how to create their own learning experiences within their own organization.

**BIO:**  
Rene Aernoudts is the Director of the Lean Management Institute and Nyenrode Lean Institute. He has been working in a wide variety of organizations, from healthcare, schools, and ministries, to automotive, software development and sales. He likes to help people create lasting customer satisfaction and financial benefits within organizations.
**BIO:**

Tariq is the Chief Lean Performance Officer with the Residential and Hospitality (RHS) Division at Michigan State University (MSU). He is also an Associate Professor of Lean Construction at the School of Planning, Design and Construction at MSU. Trained by Greg Howell and Glenn Ballard (founders of the Lean Construction Institute (LCI), USA), he serves as chairperson of the LCI Academic Forum and is the Editor of the Lean Construction Journal since its inception in 2003.

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**WORKSHOP:**

**Last Planner® System (LPS®): Reliable Lean Construction Workflow By Design**

8:00 am to 5:00 pm

**WORKSHOP LEADER:**

Dr Tariq Sami Abdelhamid
Michigan State University (MSU), USA

**SUMMARY:**

This 1-day workshop introduces the Last Planner® System (LPS®) – a project planning and production control process that asks for commitments and promises from team members to meet the overall target schedules. The course includes a building simulation activity, working backwards with sticky notes, to familiarize participants with all LPS® associated practices, namely, Phase Planning, Make Ready Planning, and Weekly Work Planning levels including percent plan complete calculations. Case studies are discussed to emphasize the underlying principles in LPS®.

**Learning Objectives:**

1. Understand the principles of (LPS®) and associated Lean Construction concepts.
2. Experiment with implementing LPS® on a simulated project exercise.
3. Use the LPS® deliverables to learn the art of negotiating commitments and production reliability assessment.
4. Discuss typical working.
WORKSHOP:  
*Introduction to Lean Accounting*  
8:00 am to 5:00 pm

WORKSHOP LEADER:  
Nick Katko  
BMA Inc., USA

SUMMARY:  
Lean is a multi-faceted business strategy, with a primary focus on employees and learning. Through the use of various lean tools, practices and methods, employees learn to master their work, solve the right problems and help an organization learn how to doing things tomorrow it cannot do today. That’s why we should always talk about “lean thinking” as opposed to “doing lean”.

Learning Objectives:  
In this workshop, you will learn:  
1. How to build and use a lean management accounting system to make relevant information available to decision makers on a timely basis  
2. Why lean organizations need lean management accounting systems  
3. How to sustain a lean management accounting system with lean financial coaches

BIO:  
Nick is an early pioneer of Lean Accounting. In the 1990’s, as CFO of Bullard, he implemented a complete lean management accounting system in conjunction with Bullard’s Lean transformation, which included eliminating standard costing. Through this experience, Nick learned that existing management accounting systems & financial management practices for lean organizations must be made relevant to ensure the success of a lean strategy.
WORKSHOP:
Future is here: Integration of BIM & Lean in Construction Industry
8:00 am to 5:00 pm

WORKSHOP LEADER:
Dr Omid Titidezh
University of Calgary, Canada

SUMMARY:
In this workshop, cutting edge technologies, novel solutions and construction Start-up will be introduced. The focus is on how internet-based BIM (iBIM), integration with Lean concepts and application of state of the art technologies such as VR, AR and Blockchain is going to eliminates wastes in construction industry and contribute to a smarter, economical and enhanced construction.

At the end of this workshop, participants are expected to be familiar with the application of latest technologies in the construction industry and demonstrate how startups could play a big role on not only changing the current traditional form of construction yet contribute on how change in the construction industry could unlock a bigger challenge which is reduction of greenhouse gasses.

BIO:
Dr Omid Titidezh: Award-winning, PhD in Civil Engineering (UK) and visiting professor at University of Calgary (Canada) with broad experience in the construction industry. ESRI award winner on outstanding doctoral thesis in GIS, he has accomplished almost 20 years of academic teaching with a focus on IT applications in Civil Engineering i.e. BIM, GIS, VR, AR and ITS. He has been actively involved and contributed in shaping and coaching tech start-ups on combining Lean and BIM concepts.
## REGISTRATION

### LEAN SUMMIT 2020  
09 March 2020  

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### LEAN WORKSHOP  
10 March 2020  

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For more details about the Summit / Workshop, please visit our website [WWW.DQG.ORG](http://WWW.DQG.ORG) or contact:

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• 2 seats for each workshop (total of 5 workshops).

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  - Coverage in DQG’s Social Media Channels – Facebook / Twitter / Instagram / LinkedIn
- Exhibition Space at the Summit Venue (dimension 2 x 2 m).
- 12 complimentary seats at the Summit.
- 1 seat for each workshop (total of 5 workshops).

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