



transforming healthcare; pursuing perfection

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## FOR IMMEDIATE RELEASE

### **Rona Consulting Group Principal and Founding Partner, Thomas L. Jackson, JD, MBA, PhD, to present webinar on lean culture**

Mercer Island, WA—March 7, 2016—RCG principal and founding partner Thomas L. Jackson will facilitate a leadership webinar entitled “The Anthropology of Lean Culture” on Monday, March 14, 2016 from 1:00–1:30pm EDT. The webinar is part of the Lightwise series of free, live webinars sponsored by Lean Frontiers.

What is lean culture? Anthropologists teach that culture consists of four elements: 1) concepts, 2) tools, 3) a method of adaptation or improvement, and 4) a method of transmitting the first three elements (and also the fourth) to future generations. We know plenty about lean concepts such as value, flow, and pull. Listing tools is easy: 5S, quick setup, cells, kanban, and so on. We know about the method of adaptation or improvement: *PDCA*, *lean sigma*, or, in today’s terms, *A3 problem solving*. But what do we know about methods of transmission? How do all these elements gel into a culture? And why is it so important to get the culture right?

In his webinar, Tom Jackson will explain how the DNA of lean culture encodes the essential information about lean and makes it actionable, adaptable, and transmissible. In the Shingo Prize-winning article “Decoding the DNA of the Toyota Production System” (*Harvard Business Review*, Sep-Oct 1999), Steven Spear and H. Kent Bowen showed that Toyota’s DNA had four strands: activities, connections, pathways, and improvement. Tom has discovered a vital fifth strand: leadership. See how all five strands come together and learn the role that A3s and A3 thinking play in building and preserving lean business cultures that will ensure our future prosperity.

To register for the webinar, please visit:

<https://attendee.gotowebinar.com/register/1335072470937165570>. For a complete list of upcoming webinars, go to: <http://www.leanfrontiers.com/lightwisewebinars/>.

## **Lean Frontiers**

Lean Frontiers creates learning opportunities for the lean community. Each learning opportunity (summits, workshops, and webinars) is focused on a narrow “slice” of the larger lean body of knowledge. Lean Frontiers gathers leading organizations, coaches, companies, and consultants in one place, for one purpose. They have formed partnerships with LEI, AME, and many other organizations in the lean community to gather closely defined groups of people to accomplish a specific set of goals. For more information, go to: <http://www.leanfrontiers.com>.

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**Thomas L. Jackson, JD, MBA, PhD**

Thomas L. Jackson is a co-founder of Rona Consulting Group, a Seattle-based lean management consultancy serving the healthcare industry. Previously Tom was co-founder of taktX LLC, a principal of Caledonia Group, and CEO of Productivity, Inc. and Productivity Press. Tom specializes in executive education, hoshin planning, and large-scale lean conversions. Over the past twenty-five years he has worked with executives, managers and shopfloor teams and lectured on podiums all over the world. Tom is the author of four books on hoshin kanri and editor of the Rona Consulting Group's *Lean Tools for Healthcare Series*. In 2006, Tom received the Shingo Prize for his book *Hoshin Kanri for the Lean Enterprise*.

**Rona Consulting Group**

Rona Consulting Group (RCG) is a management consultancy serving integrated healthcare systems, hospitals and clinics, medical suppliers and government organizations. RCG develops lean leaders and assists in transforming organizations through educating, training, and coaching executives, managers, clinicians and frontline staff. RCG is committed to helping the organizations it partners with to achieve the highest quality through zero defects, increased patient satisfaction, empowerment of staff, and improvement of financial performance through the application of the Toyota Management System. RCG improvement work ranges from the strategic planning process at the top of the organization to complex clinical processes within care delivery and the supporting administrative processes. Since 2007, RCG has designed and led groundbreaking applications of lean management to operations in the ER, OR, lab, inpatient flow, and in clinics and to processes in administrative support, revenue cycle, supply chain, human resources, medical records, group practice management, credentialing and clinical research. RCG has created a lean program that is changing healthcare and its related industries.

The principals at RCG bring leadership experience from Virginia Mason Medical Center in Seattle and Park Nicollet Health Services in Minneapolis—the first healthcare organizations in the country to fully adopt and implement the Toyota Management System. Different from any other lean healthcare consultancy, RCG is the only assembly of senior healthcare executives who have implemented lean methods in complex healthcare settings with a demonstrated track record of success. RCG has an in-depth understanding of authentic kaizen methodology and philosophy, with many team members having been students of John Black and Chihiro Nakao of Shingijutsu, Japan. The RCG team also brings extensive knowledge in developing and advising on large-scale transformation programs for companies outside of healthcare, including Boeing, Ford and Toyota.

Based in Seattle, Washington, USA, RCG maintains offices in Boston, Houston, Los Angeles, Minneapolis, New York, Oakland, Phoenix, Portland, Raleigh, San Diego, San Francisco and Seattle.

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