

# Complexity is a Myth! To understand how lean your company is, compare it with an ice cream parlour.

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Fluctuating demand is everyday business

Short, ergonomic movements

No surplus production

Minimal logistic costs

Short waiting times

2-Box order process

Simple, flexible processes

Last-minute customisation



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Simple solutions in a complex world

# Some companies are proud to master complex procedures under the most difficult of market circumstances...

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## Workable workspaces

- > Do what the customer values and nothing else.
- > Simplify your success chances: remove anything from your work place, which is not required to perform the job.
- > Invest in the right tools for the job and arrange them ergonomically.
- > Assumptions are worthless: base your decisions on facts and figures
- > Implement good ideas as soon as possible. Correct any issues immediately as a priority.
- > No System is perfect: constantly challenge your boundaries.

## Teams consist of people

- > Get your team involved and implement their ideas first.
- > Simple and effective is always better than complex or impressive
- > Integrity is not a one-way street: Be fair to your team and expect the same in return.
- > Assumptions are worthless: base your decisions on facts and figures
- > Stay flexible: ask nothing more of your customers than approximate forecast information: they too are only human!



**... profitable companies are proud to have simplified processes and improved their circumstances – that's Lean!**