

Improving the Good

- Ninja Services
- KAIZEN Principles
- Questions & Answers



Interdisciplinary Business Excellence. 10+ years in Asia. Greenfield Experiences.

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Ninja Services
What is it?



ericroth.org/professional/my-background

Goals of this presentation

- Create understanding → Explain KAIZEN as an attitude and system (not just as a method)
- Show relevance > Why continuous improvement is crucial for competitiveness, quality and customer benefit
- Classify instruments > KAIZEN as a foundation, other methods (JIT, Kanban, 5S, Poka Yoke, Yokoten etc.) as tools
- Strategic anchoring > Present KAIZEN as part of the corporate strategy and culture
- Clear benefits > Specific effects: Shorter turnaround times, less waste, higher customer satisfaction
- Providing impetus for action > Motivating the audience to actively implement KAIZEN in their own unit.



KAIZENWhat's behind it?

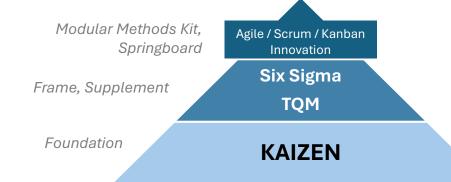
- KAIZEN in Comparison
- KAIZEN Understanding
- KAIZEN Terms
- KAIZEN Origin
- KAIZEN Present
- KAIZEN Strategy
- KAIZEN Business Mission
- KAIZEN Principles & Goals
- KAIZEN Benefits
- KAIZEN in Practice

KAIZEN in Comparison



approach	Focus	Typical use
KAIZEN	Continuous, incremental improvement; culture and routines	Day-to-day business, shop floor, service processes
Six Sigma	Error reduction, reduce variation; DMAIC, statistics	Quality problems, process distribution, compliance
том	Holistic quality orientation, customer focus, standards	Company-wide quality systems
Agile / Scrum / Kanban	Iteration (cycle), self- organization, flow	Product / IT development, service design
Innovation Management	Jump changes, new services/models	R&D, business model innovation, market entry

- KAIZEN (Foundation)
 - Continuous improvement (CIP), culture and daily practice
- Six Sigma (Supplement)
 - Statistical precision for complex quality problems
- TQM (Frame)
 - Formal cover, filled with life by KAIZEN
- Agile / Scrum / Kanban (Modular Methods Kit)
 - Speed and iteration (cycle), only effective in KAIZEN culture
- Innovation Management (Springboard)
 - Disruptive changes, stabilized by the KAIZEN basis



KAIZEN is the foundation of sustainable excellence – without this culture, everything else is just an add-on.

KAIZEN Understanding





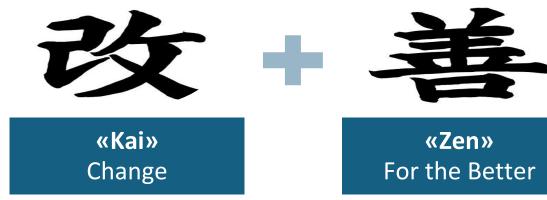
Level 5 KAIZEN as a living corporate culture

Level 4 Self-regulation through individual responsibility

Level 3 Simplify work processes through KAIZEN

Level 2 Standardization of processes and activities

Level 1 Order and cleanliness



Improving the Good!

Dual Nature

KAIZEN comes from Japan and is an **action plan** and a **philosophy** at the same time.

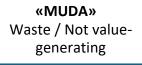
- As an **action plan**, KAIZEN always aims to focus all activities on improving certain areas.
- As a philosophy, KAIZEN is about building and maintaining a culture in which everyone involved actively participates and always proposes and implements improvements.

KAIZEN Terms



Principles & Basics

- KAIZEN / CIP → Continuous improvement as a mindset
- PDCA → Plan Do Check Act (Deming cycle)
- **80/20 rule (Pareto)** → 80% result with 20% effort
- Core process → Value creation, differentiation from the competition
- Customer (external / internal) → End users vs internal dependencies





«MURA»Deviation /
Imbalance



«MURI»Overloading /
Overstressing

Culture & Management

- Muda / Mura / Muri → Waste, deviation, overload
- Gemba / Genchi / Genbutsu → Place, go, "real thing"
- **Hoshin Kanri** → Strategy implementation through cascade objectives
- Kaikaku → Radical improvement
- Andon → Visual signal in the event of problems
- Yokoten → Horizontal learning (copy, replicate)
- Obeya → Visual project / improvement management
- Nemawashi → Advance alignment for changes

Tools & Methods

- Just-in-time (JIT) → Demand-driven production
- KANBAN → Visual pull system
- Poka Yoke → Avoid errors
- 5S → Order and discipline in the workplace
- Ishikawa Diagram → Cause-effect analysis (PSS)
- SMED → Setup time reduction
- Tact time → Customer tact determines frequency
- Standardized work → Best known method as basis

KAIZEN Origin





Japan after World War II, difficult economic situation



Improving existing Conditions with a new philosophy



The 90s – Introduction of KAIZEN in Europe





Taiichi Ohno & Shigeo Shingo Dev. of the Toyota Production System, 1950



Masaaki Imai Founder of the KAIZEN Institute, 1985

KAIZEN Present



KAIZEN as a Lifelong Task: KAIZEN is not a one-time project but a lasting principle. It is based on the idea of continuously making small improvements that, over time, add up to significant progress. Since there is always potential for further development, KAIZEN has no end and remains an ongoing process.

KAIZEN in Personal Application: Health & Fitness: KAIZEN can be applied to gradually reach goals such as walking 10,000 steps a day, starting small and steadily increasing over time. Learning & Development: Instead of attempting major changes all at once, the focus is on continuous, incremental progress in personal growth.

KAIZEN in Corporate Practice: Not only individuals benefit from KAIZEN, but many companies worldwide also embrace this philosophy. Through CIP they enhance efficiency, quality, and competitiveness. The following company logos represent organizations that have successfully integrated KAIZEN into their corporate culture.



KAIZEN Strategy





The KAIZEN strategy is to consistently embed continuous improvement in our culture and processes, so that every change – whether small or disruptive – creates lasting value and customer satisfaction.

Masaaki Imai says:

"The message of the KAIZEN strategy is that not one day should pass without any kind of improvement being made anywhere in the company."

"Never be satisfied with the status quo!"

KAIZEN is the daily improvement, the improvement of each individual, the improvement everywhere."

"Don't wait for the perfect solution and correct any mistakes immediately." 70% now is better than 100% later."

"All KAIZEN efforts amount to one word: Customer satisfaction."

KAIZEN Business Mission



Logo

KAIZEN Business Mission

- The **KAIZEN organization** supports our company domestically and abroad with methods and coaching for continuous improvement along the entire value chain and makes a significant contribution to **increasing safety**, **quality and efficiency**.
- It is responsible for the **improvement process** and supports the company on its path to a **low-waste, value-creating organization** with the involvement of all employees. Sustainable improvements increase **customer benefits**.
- The **KAIZEN** philosophy forms the basis of our joint improvement culture. By empowering all employees, it harnesses their potential for cross-unit and cross-border improvements and promotes a co-entrepreneurial mindset.
- The **improvement activities** penetrate the organization holistically and make a key contribution to achieving our **corporate goals**.
- This is how we are developing into an excellent and learning organization.

The Executive Board

Practical Examples

- Toyota Production System (TPS) → KAIZEN is the duty of all employees and part of the official production philosophy.
- Bosch Production System (BPS) → Bosch anchors KAIZEN and CIP as an integral part of the production system.
- Siemens Management System → KAIZEN / CIP is integrated into this as a continuous improvement task.
- Hospitals (e.g. Inselspital Bern, KSW) → KAIZEN and CIP mandates are set out in quality reports.
- SBB (Swiss Federal Railways) → KAIZEN supports passenger transport with coaching for continuous improvement.
- Roche (Pharma) → KAIZEN is a continuous improvement mandate embedded in lean operations.
- ABB (Industry, Switzerland) → KAIZEN is part of the Operational Excellence Programmes for improving efficiency.
- BMW Production System → KAIZEN obliges all employees to reduce waste and improve quality.

KAIZEN Principles & Goals



Principles

- Don't justify yourself for the past, but face the challenges.
- Think about how things can be done, not why they cannot be done.
- Use figures, data, facts (FDF), not theories.
- Use wisdom, not money.
- Work smartly, not harder.
- Set high standards.
- Correct errors immediately. 70% now is better than 100% later.
- > A team is better than an expert.
- Be a role model and set a good example.
- Identify the cause of the error, not the person responsible.

Solution Approaches

1. Simpler

2. Better

3. Faster

4. Cheaper

In this Sequence!

Goals

- Independent detection of vulnerabilities.
- Consciously and independently avoiding waste (time, material, etc.)
- Simplification, improved quality, shorter turnaround times by eliminating non-value-added activities, reduced costs.
- > There is untapped potential in all work processes that needs to be unlocked at every level.
- Standardization of work processes based on employee suggestions
- Identification with and compliance with self-set standards.



KAIZEN Benefits



How to do KAIZEN?

- As an action plan, KAIZEN is all about constantly focussing all activities on improving certain areas.
 - → That's the **Methodology**. That's the **HOW**.

Why use KAIZEN?

- As a philosophy, KAIZEN is about building and maintaining a culture in which everyone involved actively participates, suggests improvements and implements them.
 - → That's the **Attitude**. That's the **WHY**.

KAIZEN does not focus on employees and outputs, but on processes continuously and endlessly!

What does KAIZEN do?

- Improvement of quality
- More efficient process design
- Cost savings
- Reduction of inventories, space savings
- Improved value and maintenance
- Improved operating climate / communication
- Increase in work ethic
- Employees with individual responsibility
- Increased added value
- Fewer or no empty runs



→ That's the **Result**. That's the **WHAT**.

KAIZEN in Practice



Production - Shop floor meetings as a management tool

- Daily short meetings directly on the team board
- Team Board shows current key figures, disruptions and measures
- Improvment cards record improvement suggestions directly on-site
- Result: Machine downtime reduced by 20% within three months

Logistics – Targeted elimination of sources of error

- Improvement cards document recurring picking errors
- Teamwork: Root cause analysis and development of specific countermeasures
- Result: Error rate for deliveries halved, customer satisfaction increased significantly

Administration – Optimizing accounting processes

- Improvement cards reveal media disruptions and unnecessary process loops (e.g. manual transfers between systems or double test paths)
- Team Board visualizes implementation status and responsibilities
- **Result:** Processing time per invoice **reduced** by **25**%

"How Swiss companies are growing by up to 70 percent"

It is known as the KAIZEN principle: This management approach from Japan is very popular in Swiss industry.

It sounds like a fantasy number: the company Franke Coffee Systems increased its coffee machine output by 70 percent in 2015. Instead of 115 machines, 200+ machines a week are now leaving the most important assembly line – and all this with the same level of staff and machine deployment. According to Alexander Zschokke, head of Franke, the company achieved the impressive increase in productivity thanks to the KAIZEN method.

Tages Anzeiger - May 31, 2016

KAIZEN The Approaches

- Hoshin Kanri
- Bottom-Up
- Yokoten
- The 3 Pillars
- PDCA Cycle
- Poka Yoke
- SMART Goals
- Pareto Principle
- Method Mix / Solution Methods

KAIZEN Approach → Hoshin Kanri



What is Hoshin Kanri?

- Strategic management tool for the systematic implementation of corporate goals
- Combines long-term visions with concrete improvement initiatives
- Promotes vertical and horizontal coordination through "catchball" communication
- Creates transparency, reliability and review structure across all levels

Role in the KAIZEN Context

- Makes KAIZEN strategically connectable not isolated solutions, but target cascades
- Complements SMART goals with target alignment and prioritization
- Enables effectiveness monitoring at several levels: operational, tactical, strategic
- Promotes continuous learning through systematic target review cycles

Structured consultation with obligation to participate



Reporting alone is not enough.

→ Dev. of goals instead of target distribution

KAIZEN Approach → Bottom-Up





 The KAIZEN improvement card is a classic tool for bottom-up management

"KAIZEN only works as a structured interaction and not as a one-way street."

- KAIZEN the power of small steps for continuous improvement by everyone, anytime and anywhere.
- The involvement of everyone plays a key role here, as employees are best placed to assess how their working environment can be continuously optimized.
- All employees are asked to make suggestions for improvement (improvement cards).
- The usability of the proposals is checked and evaluated in order to incorporate them into the company processes in the event of a positive overall assessment.





Good, effective management is a question of balance:
Use the traditional top-down method in combination with
the KAIZEN bottom-up approach





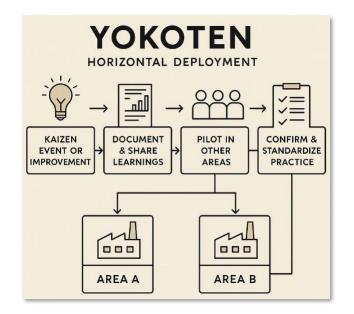
KAIZEN Approach → Yokoten



- Japanese for "lateral spread" or "horizontal transfer" complements bottom-up initiatives with structured multiplication.
- Yokoten prevents good solutions from getting lost locally, making it the difference between selective optimization and organizational maturity.

Requirements for a functioning Yokoten

Element	Significance
Documentation	The solution must be traceable and verifiable
Context Check	Transferability must be evaluated methodically
Management Integration	Multiplication requires approval and resources
Review Mechanism	Impact must also be reviewed in the target area





Typical tripping hazards without Yokoten

- Improvements remain unit-specific
- Successful approaches are not documented
- Transfer is random or not at all
- Repeated errors in comparable processes

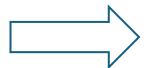
KAIZEN Approach → The 3 Pillars



In our daily work, we apply the principle of KAIZEN in all units

"Attitude + Method = Result"

in a **3-pillar system**









Knowledge

We provide our employees with a comprehensive range of **training** courses.

This is how we ensure that our specialist knowledge and skills are always up to date.

We also reach all our specialists on this topic via various analogue and digital communication channels.

Attitude

Mix of Methods

In order to identify opportunities for improvement on-site and to use the right **KAIZEN method** to solve problems, these are continually trained, standards are set and workshops are organized.

KAIZEN methods used are tracked by team and then checked for success and sustainability.

Method

Maturity Level

Knowledge and a mix of methods in theory and practice are prerequisites for the KAIZEN maturity level.

For each year, we set ourselves quantitative and qualitative targets for the **KAIZEN maturity level**.

We use continuous tracking to document the status of KAIZEN development and progress.

Result

KAIZEN Approach → PDCA Cycle



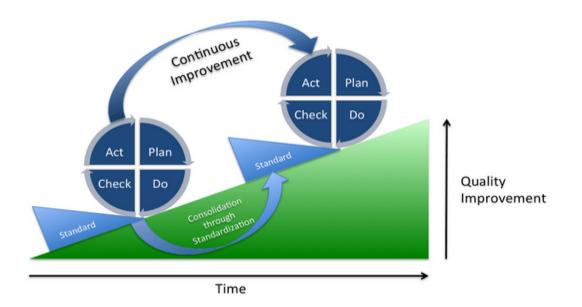
The PDCA cycle (plan-do-check-act) is an iterative (cyclical, always recurring) process for continuous and systematic improvement through structured iteration.

It consists of four phases:

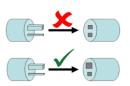
Phase	Description
Plan	Identify problem, define goal, analyse causes, plan measures
Do	Implement planned measures (pilot phase or controlled introduction)
Check	Review results, carry out target-actual comparison, assess effectiveness
Act	Standardize successful measures, start a new round if required

Application in Kaizen

- Concrete, small-step improvements in everyday working life
- Fact-based analysis instead of guesswork
- Repeatable structure for continuous optimization
- Involving all employees to promote a culture of improvement

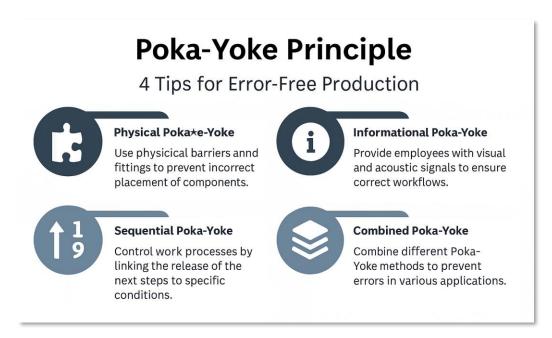


KAIZEN Approach → Poka Yoke





Poka Yoke (Japanese: "Avoid errors") refers to technical or organizational precautions that prevent unintentional errors in the process, make them immediately visible or correct them automatically.



So the goal is

- Don't make mistakes possible in the first place
- Ensure quality before testing
- Design processes to be audit-ready and robust

Typical Poka-Yoke Mechanisms

Туре	Practical Examples
Preventing	Connector only fits in one direction
Warning	Tone in case of incorrect input
Head	Assembly only possible in correct sequence

Impact through KAIZEN

- Reduction of rejects and rework
- Increased process security
- Contribution to increasing (KAIZEN) maturity
- Less reliance on experience

KAIZEN Approach → SMART Goals



KAIZEN is not about activism, but about targeted, sustainable improvement. Clear **target definitions** are needed to ensure that KAIZEN solution methods do not operate in a fog. SMART goals provide just that: A structured, verifiable basis for every idea for improvement.

Criterion	Significance	Example
S pecific	Clearly defined, clearly defined	"20% reduction in set-up time for line 3"
M easurable	Quantifiable, objectively verifiable	"Turnaround time ≤ 48 hours for 95% of orders"
A ttractive	Motivational, meaningful	"Increase the initial resolution rate in the support team up to 85%"
R ealistic	Feasible with available resources	"1 audit per quarter with existing team"
T ime bound	With a clear deadline	"Implementation by CW 45"

Measurability is key – because every measure must be able to be measured by its effect. Without clearly defined targets, effectiveness monitoring remains arbitrary.

SMART goals therefore create the prerequisites for objective evaluation: after a KAIZEN workshop, you can ask not just "What was done?", but "What was achieved?".

Whether turnaround time, error rate or customer satisfaction – goals should be defined in a SMART way that can be demonstrably achieved or missed. This is the only way to create a real learning curve instead of cosmetic change.

Effective **success control** is carried out after each KAIZEN workshop and the results achieved are compared with the SMART goals set. It is useful to carry out effectiveness monitoring approximately three months after a KAIZEN workshop.

KAIZEN Approach → Pareto Principle



80% Result / Impact / Output 20% Effort / Focus / Input

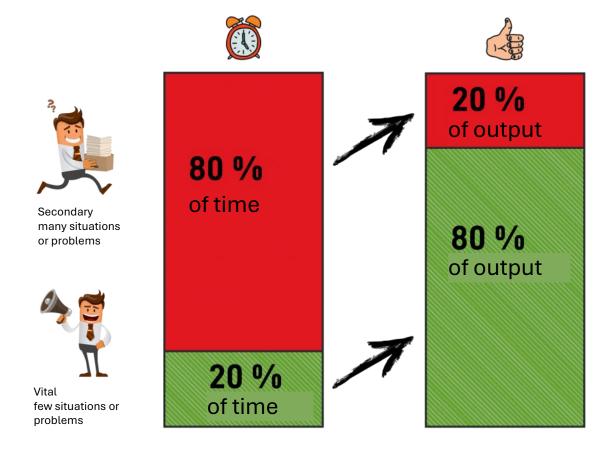


Pareto Principle?

- Also known as the "80 / 20 rule": A small proportion of the causes generate the majority of the effect
- Origin: Vilfredo Pareto (1896), originally related to the distribution of assets
- In KAIZEN: Identification of the most relevant influencing factors for process problems or waste

Role in KAIZEN

- Prevents actionism through targeted prioritization
- Supports focused root cause analysis (e.g. error frequency, complaints, turnaround times)
- Complements solution methods such as PSS and PM with impact orientation instead of illusion of completeness
- Basis for resource-saving planning of measures with maximum leverage



KAIZEN Method Mix / Solution Methods



Visualization & Management

Team Board

The team board serves as a communication tool for the team leader. Employees are informed at regular meetings and have the opportunity to make improvements.

➤ GEMBA Walk / GEMBA Talk

The GEMBA Walk enables managers to observe the actual work process, to get in touch with employees, to gain deeper firsthand knowledge about the work process and to discover practical opportunities for continuous improvement.

> 5S & Waste

The 5S method is a structured approach to improve workplace organization. It aims to avoid disruptions in the workplace, lengthy searches, long transport routes, and waiting times, for example. Wastes in production and administration form the basis for practical ideas for improvement.

KAIZEN Maturity Level

The KAIZEN maturity level includes the implementation of the KAIZEN as a whole and is determined by these modules: Goals (solution methods), topics (dialogue), 5S audits and level of fulfilment (solution methods).

Problem Solving & Process Quality

Improvement Card

The card is a tool for capturing and placing changes within the company. It will be reviewed and discussed on the team board.

Problem-Solving Story (PSS)

The problem-solving story is suitable for <u>problems for which the cause is</u> <u>not known</u>. The specific root cause analysis is used to avoid wrong decisions and to define measures.

Process Mapping (PM)

Process mapping involves analysing an <u>entire process</u>. Using KAIZEN flashes, wastage / problems are identified, a target process and a plan of measures are defined.

Input-Output Check (SIPOC)

The SIPOC method highlights <u>process steps</u> with their inputs and outputs. Supplier and customer are included in the analysis, asking: What are the demands, what are the customer's wishes?

Activity Structure Analysis (ASA)

The ASA is primarily used in the administrative area to analyse activities and eliminate waste in the process (waiting time, search time, etc.).

KAIZEN Method Mix / Solution Methods

Visualization & Management

- Team Board (and Improvement Card)
- GEMBA Walk & Talk
- 5S & Waste
- KAIZEN Maturity Level



Visualization & Management

Team Board (and Improvement Card)





Documents / Working Templates

> Team Board Template

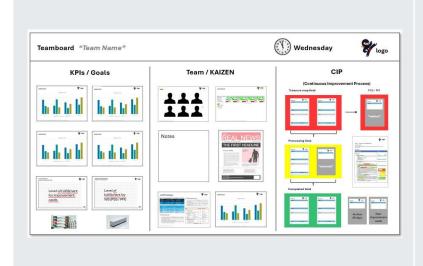
Each team board is standardized and has the same fields.

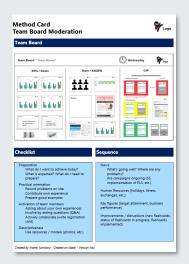
Method Map

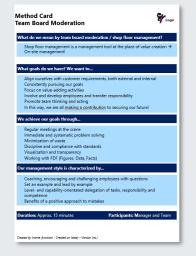
A guide is provided for the team board moderator.

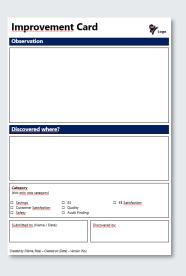
> Improvement Cards

Improvement card templates are available in print or digital.









Improvement Card	10
Problem occurs	Ш
□ 1st time □ Repeatedly, → Frequency.	
Massnahme	4
	ш
	ш
	ш
	4
Savings (estimated)	ч
☐ Minutes per Workday:	ı
Logbook	i
	1
	Ш
	4
Created by (Name, Role) – Created on (Date) – Version (No.)	_

Visualization & Management GEMBA Walk & Talk





Documents / Working Templates

Method Map

The method map describes what is involved and how to proceed.

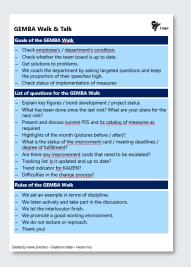
> Training Documents

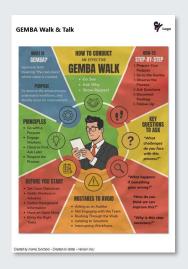
Brief overview of the topic: What, why, who, when, goals and rules. Examples of questions on "Walk" and "Talk".

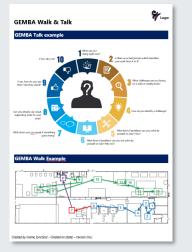
> Scheduling

Working with digital or analogue templates. Information can also be managed via Outlook.











Visualization & Management

5S & Waste





Documents / Working Templates

Method Map

The method map describes what is involved and how to proceed.

Quick Check

With this template, you can "quickly" check for 5S points.

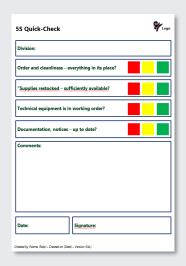
→ Recommended daily!

> 5S Audit

Carry out regular checks and record results. Create a list of pending items and work through it.









Date / Time: Audit Teams		-11			
Result of Las	st Audit:				
indoos I	or each finding, write	and subit an improve	ament card		_
		and sook an improve	and the cond		
	ion of Finding				_
1					
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Visualization & Management → KAIZEN Maturity Level



Step	Level	Description		Effect	%
KAIZEN Culture Company DNA	Level 5	Preventive KAIZEN	Anchoring in corporate culture	Improvements implemented in CHF and h calculated	91–100
KAIZEN System Process orientation	Level 4	Pro-active KAIZEN	The team optimizes value streams	Improvements implemented in CHF and h estimated	76–90
> Tipping Point <					
KAIZEN Flow Mindset modification	Level 3	Re-active KAIZEN	The team improves processes	Improvements implemented in CHF and h estimated	46–75
KAIZEN Flow Value stream orientation	Level 2	Re-active KAIZEN	The team eliminates waste	Improvements counted implemented	26–45
KAIZEN Select First steps	Level 1	Re-active KAIZEN	The team implements initial ideas	Improvements counted implemented	0–25

The KAIZEN Maturity Levels

- The "tipping point" in the KAIZEN maturity level is the critical threshold at which an organization makes the leap from "KAIZEN as a method" to "KAIZEN as a system and culture".
- Many companies get stuck here. They have operational improvements, but no sustainable anchoring.
- <u>In short</u>: The tipping point is the moment when KAIZEN is no longer "done" but is managed and lived.

The KAIZEN Maturity Level calculation

- To document the status of KAIZEN development and progress, we measure ourselves against the KAIZEN maturity level. This is divided into five levels.
- To calculate the KAIZEN maturity level, we work with four modules. Each of the modules is rated at 25%, giving the KAIZEN maturity level maximum value of 100%.
- This means that the level reached by a team can be determined at the end of the year.

Modules	Weighting	Basis
 Goals (solution methods) -> Number of improvement cards -> Number of workshops (PSS, PM, SIPOC, ASA) 	25%	Tracking list
 Dialogue (discussion of topics) KAZEN knowledge Improvement card Processes & standards -> Goals Rey figures Method quality 	25%	Third-party or self- evaluation (in consultation with the KAIZEN coach)
 5S Audits -> Level of achievement (annual average) 	25%	Overview list of 5S audits
 Level of Fulfillment (solution methods) -> Improvement card «trust curve» -> Workshop «trust curve» (PSS, PM, SIPOC, ASA) 	25%	Tracking list
KAIZEN Maturity Level	100%	

KAIZEN Method Mix / Solution Methods

Problem Solving & Process Quality

- Improvement Card (and Teambaord)
- Problem-Solving Story (PSS)
- Process Mapping (PM)
- Input-Output Check (SIPOC)
- Activity Structure Analysis (ASA)



Problem Solving & Process Quality Improvement Card (and Team Board)





Documents / Working Templates

Team Board Template

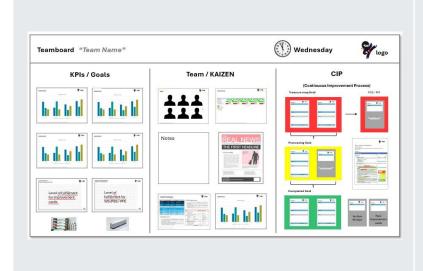
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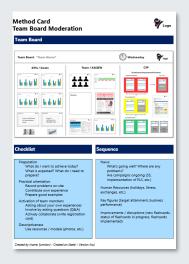
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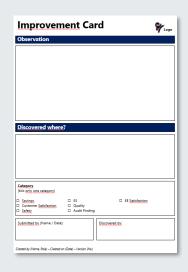
> Improvement Cards

Improvement card templates are available in print or digital.











Problem Solving & Process Quality

Problem-Solving Story (PSS)





Documents / Working Templates

Profile

This is where the key data for the PSS workshop is recorded. The profile also serves as an internal order.

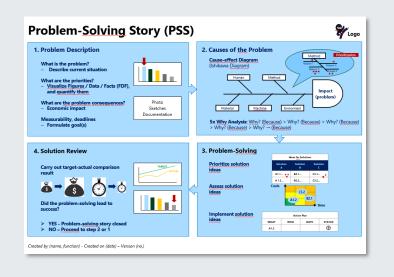
Method Map

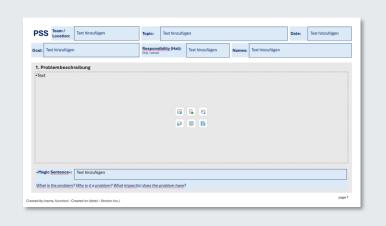
The procedure for a PSS is described on the method card.

Template (for WS)

This is where the procedure and findings from the PSS workshop are recorded.







Problem Solving & Process Quality Process Mapping (PM)





Documents / Working Templates

> Profile

This is where the key data for the PM workshop is recorded. The profile also serves as an internal order.

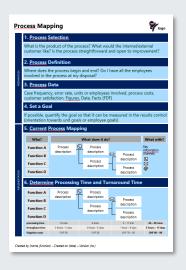
Method Map

The procedure for a PM is described on the method card.

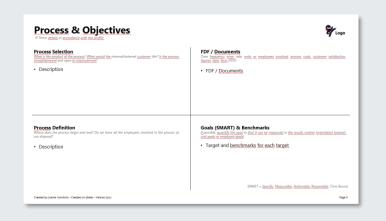
> Template (for WS)

This is where the findings (KAIZEN flashes) and action plan from the PM workshop are recorded.









Problem Solving & Process Quality Input-Output Check (SIPOC)





Documents / Working Templates

> Profile

This is where the key data for the SIPOC workshop is recorded. The profile also serves as an internal order.

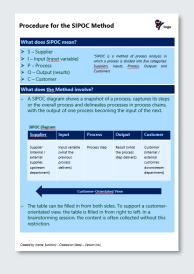
Method Map

The procedure for a SIPOC is described on the method card.

> Template (for WS)

The findings (KAIZEN flashes) and action plan from the SIPOC workshop are recorded here.









Problem Solving & Process Quality

Activity Structure Analysis (ASA)





Documents / Working Templates

Profile

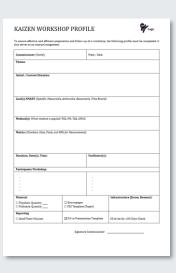
This is where the key data for the ASA is recorded. The profile also serves as an internal order.

Method Map

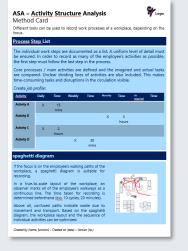
The process for a ASA is described on the method card.

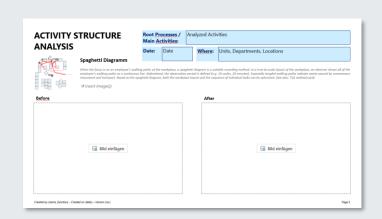
> Templates

This is where the process and findings from the ASA are recorded.









Communication

KAIZEN

- Communication
 - Conflict Management



Communication



Perception

I've seen...
I heard...

Effect

That's what made me...
This makes me feel...

Wishes

I hope that...



Communication component	Description	Impact in%
Body language	Gestures, facial expressions, breathing, clothing	> 50%
Voice	Quiet, loud, listless	> 30%
Factual statement	Message content	< 20%

Gestures and facial expressions have a significant impact on the feedback!

Non-verbal communication = **80**%



"It's the tone that makes the music"
"How to call into the forest, so it comes back"



Communication → Conflict Management



Typical forms of conflict

Conflict type	Description
Conflict of interest	Conflicting goals hinder cooperation
Valuation conflict	Differing opinions, values, and norms lead to disagreement
Distribution conflict	Dispute over resources such as time, money, tasks
Conflict of relations	Personal injuries, misunderstandings, lack of appreciation
Role conflict	Unclear responsibilities, hidden power issues
Conflict of power	Competitive behaviour towards line managers or colleagues
Conflict of values	No common basis for views, moral tensions

Why are conflicts so difficult?

- Emotional conflicts often operate below the surface
- Particularly sensitive during phases of life such as puberty, mourning or pregnancy
- Objective solutions do not apply to personal injuries
- Lack of communication exacerbates momentum

Dealing with conflicts

- Identifying and naming conflicts early on
- Treat causes instead of symptoms
- Clarify roles and responsibilities
- Create a common value base
- Use moderation or external support

Conflicts are part of KAIZEN

KAIZEN stands for continuous improvement – but change brings friction. Tensions can be triggered by new processes, allocation of roles or transparency. **Conflict management is therefore not a secondary issue, but an integral part of KAIZEN.** Sustainable improvements can only be achieved by recognizing and addressing conflicts and resolving them constructively.

Questions & Answers

