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Masterclass

Vrijdag, 4 November 2011

9.00 uur – 17.00 uur

Plaats: Groningen (preciese locatie komt nog)

Professor Rajan Suri

(zie <http://rajansuri.com/>)

Implementing Quick Response in Office Operations For Manufacturing Organizations A One Day Masterclass

How do you compete in a difficult economy? Give your customers exactly what they want, faster than anyone else, and at a lower price. How? Come to this masterclass to learn the principles!

Office processing and administrative activities have a huge impact on your customer response times as well as your operations cost and quality. Learn how to reduce these response times and increase customer satisfaction while lowering your costs and improving your quality.

Learn how to slash your response times by 80% or more!

Even in manufacturing companies, time spent in office processes and administrative activities accounts for a significant portion of your cost and also impacts your competitiveness in other ways. In fact, for many companies more than half the response time to customers can be spent in office processing, not in shop floor production!

Masterclass Content

- The Power of Time. Identifying the waste due to long response times. Understanding the Response Time Spiral. How reduced response times result in lower cost, higher quality and increased market share.
- Rethinking Your Organization Structure. Getting to the roots of the Response Time Spiral. How to restructure your organization to minimize response times throughout the enterprise. In particular, you will learn how to implement Q-ROCs (pronounced “queue-rocks”) which are Quick Response Office Cells with exceptional performance.
- Identifying Target Opportunities in Your Business. The power of the Focused Target Market Segment (FTMS) to enable response time reduction. How to identify potential FTMSs in your business.



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Exploiting System Dynamics Principles. Learn about “system dynamics” interactions which highlight the fact that policies on resource utilization and batching of like jobs result in long response times. How to rethink traditional capacity planning and resource allocation for quick response.

Enterprisewide Application. For long-term success, QRM principles need to be applied not just in your back office processing, but throughout your organization. How to create the management mindset for quick response. Rethinking your performance measures to support the quick response strategy.

Implementing Quick Response in Your Company. Learn how QRM tools such as “tagging” can help you identify your FTMS and form the right Q-ROCs. Take away a roadmap for successful implementation.

Hands-on Learning Experience. During the class, you will work in teams on several “hands-on” workshops. In particular, you will work on a case study on reorganizing the quoting and order processing for a manufacturing company, to help you understand how to apply the principles of this masterclass.

Industry Case Studies. The class will also include several practical examples of companies that have reduced lead times for office operations by 70-80%, and the corresponding impact on their performance and competitiveness.

Aanmelding voor deze masterclass kan door een e-mail te sturen naar Jelena van Gelder, lorc@rug.nl. Voor vragen kunt u contact opnemen met prof. dr.ir. Jannes Slomp (050-3637086, j.slomp@rug.nl)

Deze masterclass is gratis voor partnerbedrijven van het LO-RC (1 persoon per partnerbedrijf). Deelnemers van andere bedrijven betalen 495 Euro per persoon. Het maximaal aantal deelnemers is 25. Deelnemers krijgen het laatste boek van Rajan Suri, ‘It’s about time’.



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Professor Rajan Suri is de oprichter van het Quick Response Manufacturing (QRM) Center van de Universiteit Wisconsin-Madison, USA (see <http://www.engr.wisc.edu/centers/cqrm/>). Meer dan 200 bedrijven hebben samengewerkt met het QRM Center voor het implementeren van de QRM strategie. Onlangs is hij door het tijdschrift Industry Week vereerd met een plaats in de Manufacturing Hall of Fame. Anderen die vereerd zijn met een plaats in de Manufacturing Hal of Fame zijn o.a. Michael Dell (Oprichter van Dell Computer), Donald Fites (voormalig CEO van Caterpillar), Rich Teerlink (voormalig CEO van Harley-Davidson), Steve Jobs (Apple Computer), Lee Iacocca (voormalig CEO van Chrysler) en Jack Welch (voormalig CEO van GE en beroemd vanwege Six Sigma toepassingen). Suri is een veelgevraagd spreker op symposia en is adviseur van vele kleine en grote bedrijven. Rajan Suri is Emeritus Professor of Industrial Engineering at the University of Wisconsin-Madison. He received his Bachelors degree from Cambridge University (England) and his M.S. and Ph.D. from Harvard University.

Boeken van prof. Rajan Suri:

