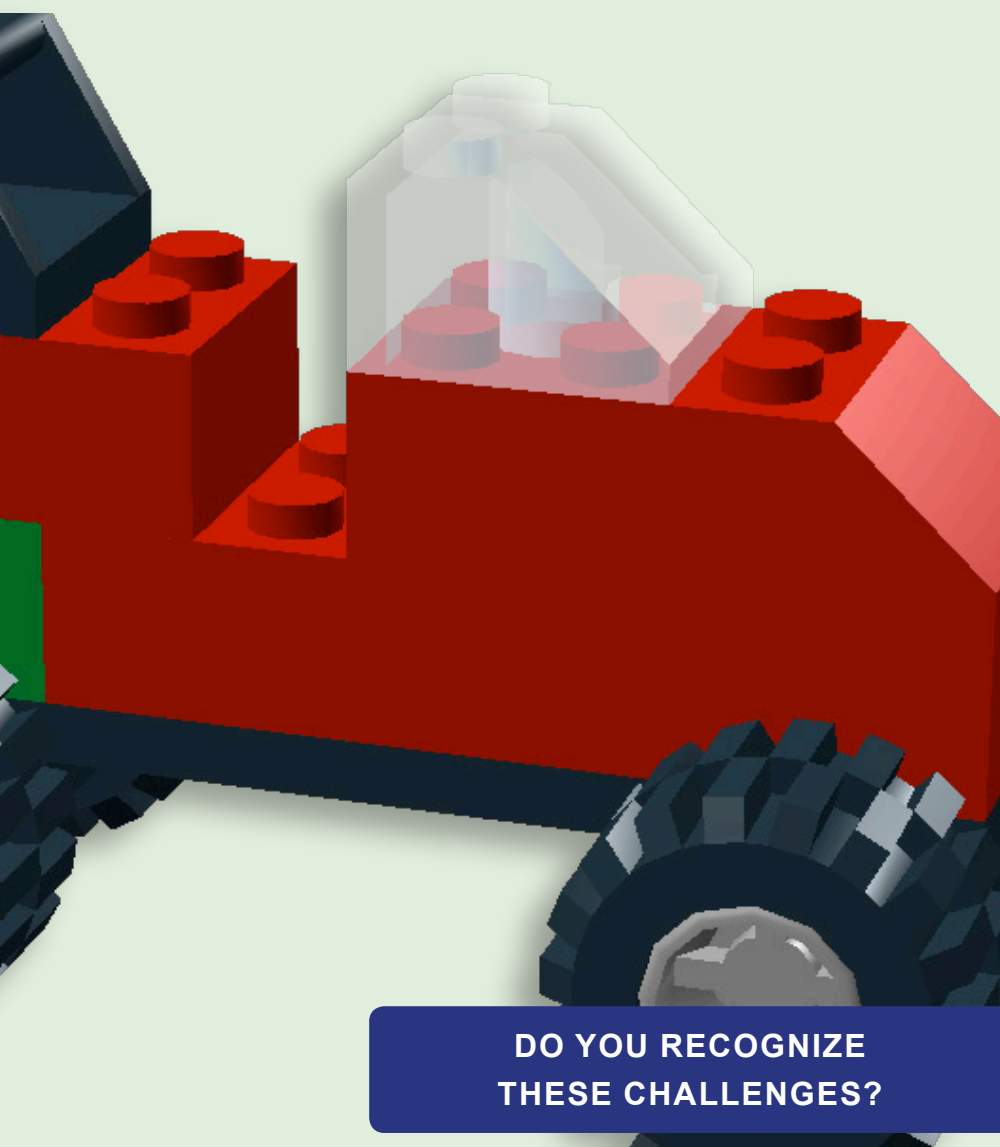


# CarWorks™

*A LEAN business simulation  
by GamingWorks*



**DO YOU RECOGNIZE  
THESE CHALLENGES?**

» The need to adopt LEAN concepts

» The need to improve process performance

» The need to improve the connection with customers

## **What's happening...**

Words like LEAN, LEAN thinking, LEAN Six Sigma® and LEAN-IT are words we hear often.

LEAN is fast becoming an accepted way of doing things. But what is LEAN?

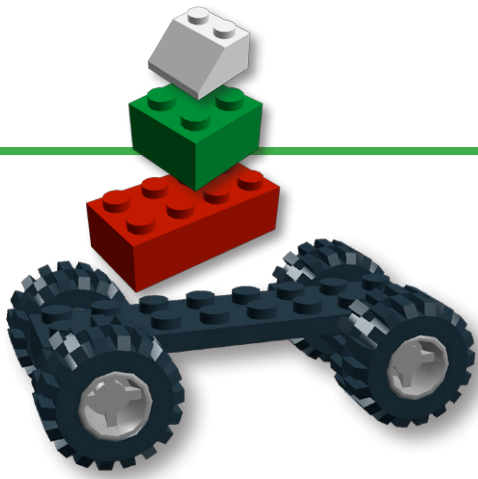
How can it help to both reduce wastage & costs and improve the performance of your organizations processes and your teams?

Many organizations have already adopted 'process' based ways of working but are not getting the hoped for value, many are finding they are not agile enough to respond to changing business needs.

The need to rapidly align with, and deliver value to customers is a must have capability.

If you want to learn how to achieve this through effective process improvement approaches and improved team capabilities then this simulation can teach you how.

**CarWorks™**



## About the simulation

CarWorks is a successful car manufacturing company. They have delivered high quality cars to their distribution channel for many years. However, they have delivered the cars in just one color with only a limited choice of customization and extra options. The customer can choose for a standard or a sport model. As Henry Ford once said 'You can have any colour you like, so long as it is black'!

Times change. The car industry is becoming increasingly competitive, and consumer demands are changing. Competitors seem to be able to get their products faster to market. CarWorks must innovate their products to retain a position in the market. But to stay competitive, they must also streamline the way they produce cars.

## The scenario

You are working in the factory of CarWorks. You work in one of the following divisions: Planning, Purchasing, Finance, Sales or Production. As you enter the factory on Monday morning the first order has already arrived. You can start your daily production routine. You know what to do, produce the required cars within the agreed time.

The stock is prepared, processes are designed and you are trained to do your work. The work has started and the assembly line is rolling out the first cars.

While you are doing your work the next order is signed and Planning and Production are preparing the next production order. Your customers are waiting for their new cars. Nice colorful, good looking and sporty.

## The rounds

In each round of the simulation the team will learn how to execute their processes. After this there will be a reflection period to analyze the performance, identify possible improvements and agree an implementation plan aimed at reducing errors and improving overall performance.

During the day the challenges are growing, and the customers have increasing demands:

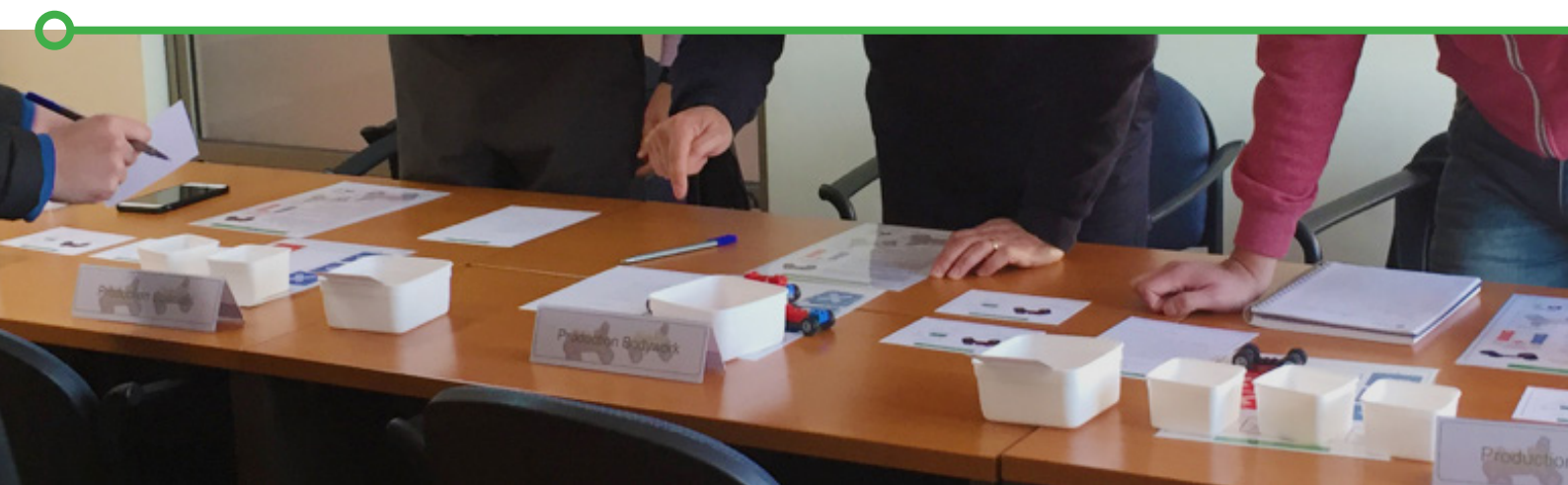
- » are we able to deliver the new car types?
- » are we able to optimize our processes?
- » are we able to increase our quality?
- » are we able to deliver on time?







## Learning aspects

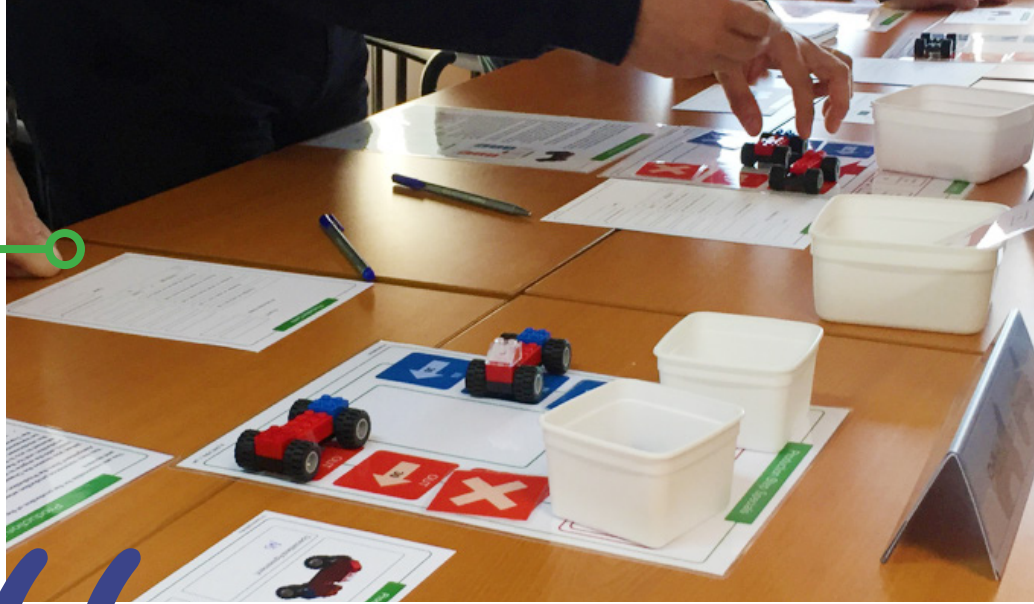
This simulation is **NOT** a LEAN or Six Sigma® training. It is an interactive workshop in which you can experience in a practical way how you can apply those principles in a day-to-day environment, optimizing your work and improving your performance.

During this simulation the following items will be explored:

- » **Customer Focus:** the customers have a variety of specific requirements. Sometimes standard, sometimes exclusive. Your challenge is ensure your production chain is capable of delivering the products as required.
- » **Waste and improvement:** where is there wastage in the value chain? Where are we losing time, money? Where are we making unnecessary mistakes?
- » **Measure:** if you have the right measures you will be able to pin-point areas of underperformance and identify improvements. In this simulation you will learn how to setup and use effective measurement instruments. Identifying what you need to measure and how to obtain the relevant information.
- » **Finance and risks:** is it a good idea to accept a new customer demand for exclusive cars? What are the costs of producing? What are the risks? You will learn to develop a business case for each opportunity.
- » **Time to Market and following the market:** the market is continually changing. Are we able to deliver new products on time and still make an attractive profit? What does this mean for our production process and for our decision making process?
- » **Making decisions:** in this simulation we created a variety of roles with conflicting interests. How can these roles work together towards a common shared vision and set of goals?



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*Using CarWork you not only learn about Lean, you also experience the power of the method. It is incredible the improvements the team makes in one day. In the morning there is chaos and poor performance at the end of the day the most complex requests can be rapidly fulfilled.*

*CarWorks is also a powerful team building exercise.*

*In short: fun, powerful learning experience. Recommended!*

**Director Procurement of an Engineering Organization**

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## This simulation can be used in the following situations:

At the start of a new team, process or performance improvement initiative.

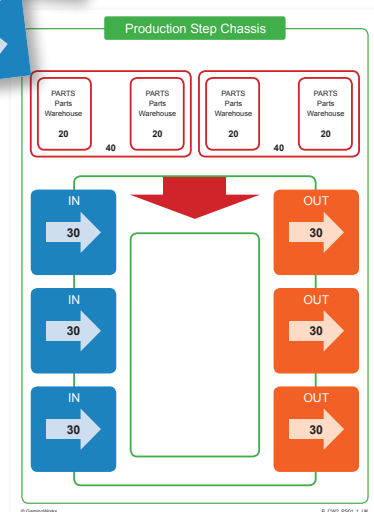
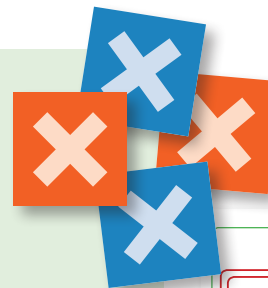
- ▶ Creating awareness about the sense of urgency.
- ▶ Team-building.
- ▶ Create a common action list and approach to realizing the change.

As a assessment tool to explore the current situation in a team or department.

- ▶ Where are we now?
- ▶ What can we optimize?
- ▶ How can we work on this?
- ▶ What is the approach?

As learning instrument.

- ▶ How to apply what we learned about LEAN?
- ▶ What are the principles of Lean and LEAN Six Sigma®?
- ▶ Experience how we could use these principles in our teams
- ▶ Explore the consequence of using LEAN?



## Some other features of this simulation

**Duration** This full simulation will take 8 hours

**Participants** From minimum 8 up to 13 participants per team

This simulation can also be played in 3 hours playing 2 simulation rounds (depending upon the desired learning outcomes).



*8 hours*

## Who should attend this simulation?

- » Managers wanting their teams to adopt and use LEAN concepts.
- » Managers responsible for deploying LEAN concepts.
- » Teams having received basic LEAN theory wanting to translate theory into practice.
- » Process managers wanting to understand how LEAN concepts can help them improve their ways of working.

## Learning Objectives

- » Learn about the practical application of LEAN and LEAN Six Sigma®.  
What is it and how can we use it?
- » Learn how to optimize the value chain?
- » Learn how to work together as a team, optimize collaboration and streamline the value chain.
- » Learn how to improve the revenue and profit of the company by removing waste
- » Focus on the requirements of the customer. Create value in the chain.
- » Learn to setup measurement instruments. Monitor and improve the performance by using the outcomes of the measurements.
- » Learn how to adjust to changing market demands and improve time to market.

**Do you recognize these issues or would you like more information?**

Please contact our partner: