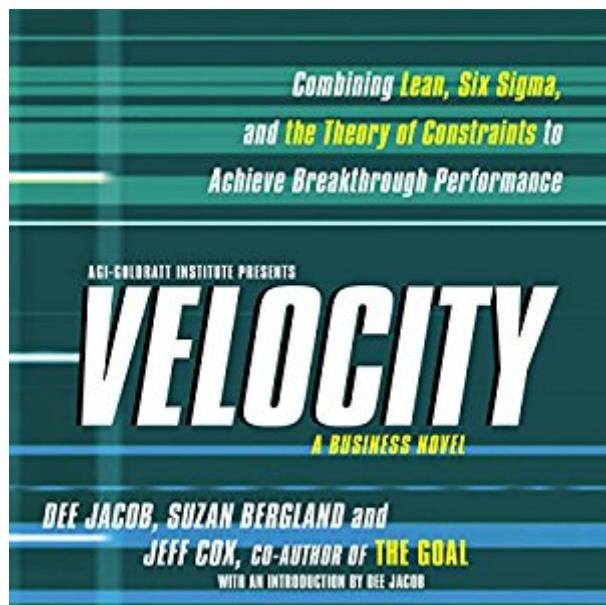


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# Velocity: Combining Lean, Six Sigma And The Theory Of Constraints To Achieve Breakthrough Performance



## Synopsis

Millions of readers remember *The Goal*, the landmark business novel that sets forth by way of story the essential principles of Eliyahu Goldratt's innovative methods of production. Now, from the AGI-Goldratt Institute and Jeff Cox, the same creative writer who co-authored *The Goal*, comes *VELOCITY*, the book that reveals how to achieve outstanding bottom-line results by integrating the world's three most powerful continuous improvement disciplines: Lean, Six Sigma, and Goldratt's Theory of Constraints. Used by the United States Navy and United States Marine Corps to dramatically improve some of the most complex, logically vast supply chains in the world, the *VELOCITY APPROACH* draws on the strengths of all three disciplines to deliver breakthrough performance gains. In physics, speed with direction is velocity; in business, the application of *VELOCITY* means your organization can achieve operational speed with strategic direction to outmaneuver competitors, gain loyalty with customers, and rapidly build sustainable earnings growth -- in as little as one or two business quarters. Dee Jacob and Suzan Bergland, two principals of AGI, have been teaching the concepts, techniques, and tools of *VELOCITY* to major corporations, including Procter & Gamble, ITT, and Northrop Grumman, for years. Now they unlock the door for you to see how to apply their insights and methods to your organization -- be it business, not-for-profit, manufacturing, or service based -- in order to shorten lead times, slash inventories, reduce production variability, and increase sales. Writer Jeff Cox returns with the vivid, realistic style that made *The Goal* so readable yet so edifying. Thrust into the presidency of the subsidiary company where she has managed sales and marketing, Amy Cieolara is mandated by her corporate superiors to implement Lean Six Sigma (LSS) in order to appease a key customer. Assigned to help her is LSS Master Black Belt Wayne Reese, installed as her operations manager. But as time goes on and corporate pressure mounts, Amy finds she has to start thinking for herself -- and learning from everyone around her -- and she arrives at the series of steps that form the core of the *VELOCITY APPROACH*. *VELOCITY* offers keen insight into the human and organizational factors that so often derail growth while teaching you proven, practical techniques for restarting and revving up the internal engines of your company to reach new levels of success. Colorful characters, believable situations, and everything from dice games to AGI's "reality tree" techniques make this business novel a vital resource for everyone seeking to deliver business improvement in these challenging economic times -- and far into the future. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## **Customer Reviews**

Velocity is similar to the goal as they write about Theory of Constraints, but become more contemporary by combining lean and six sigma. Albeit, the book is mostly about Theory of Constraints as I don't recommend buying this if you just want to learn about six sigma techniques. The story was a touch dry, but I still found it interesting and wanted to see what the ultimate solution would be for the company Hi-T. The main character Amy is likeable and you end up rooting for her. They of course introduce another character similar to Jonah from The Goal who provides clear thought (in this book Tom Dawson). The other managers are split on how they want to fix the problems and embracing the change that is needed. The book takes you through at a high level some of these disciplines: Lean - Creating value for customers by way of products and services with minimum waste at optimal speed in perfect balance with market demand. Six Sigma - Identifying and eliminating defects, errors, and anything quantifiable that is unwanted by customers. Value Stream - Laying out the stages of a process or a project. Diagramming the flow and the various branches of input. Takt Time - Time available to work divided by demand - the time available to make the product divided by the units needed. Theory of Constraints - Holds that every system - business system or manufacturing system - is made up of resources that each have varying limits. Performance of the total system is constrained by whatever resource is most limited or the bottleneck of the system. While other concepts are discussed in various detail the book explains throughput well. This is the rate at which inventory is converted into completed sales, or cash.

This is an entertaining book, as are most of the TOC business novels. I was pleased to see Jeff Cox return to the scene (so to speak). BTW, Dee was my instructor at AGI in 1998 for Project Management (where I met Dr. Meeks -- Hi Howard!), and I know her to be an exceptional educator. Susan I have met briefly at various times at TOC events and know her to be passionate about the subject. So, I was pleased to learn of this effort. I read it in about six hours on my iPod touch (Kindle app) within a span of 24 hours. So, when I say it was a page turner, trust me! One con: all kindle books should sell for \$9.99 or less IMNSHO, so if I did not have a free gift card, I would not have bought it yet. Also, the diagrams are not readable on the iPhone/iTouch. If you are excited about TOC, then this is a must own title. As one reviewer pointed out (Vishal), it really lacks any depth for Six Sigma folks. It offers a lot more for the Lean (TPS) crowd. Which describes me, so I might like it better than the slide rule crowd. Would I give this book to a Lean practitioner? Yes. As a conversation starter. It won't do your job of convincing Lean folks to take you seriously, but you should not expect it to. I love how Dr Lisa promotes the opening of a Mafia Offer, in that you should ask the prospect if this data is relevant to the challenges they are facing (paraphrased, of course). Same for this book. Ask your Lean friends to look it over, and ask them where they agree and where they disagree. This might be the key to getting them to read "The Goal" if they haven't already. Or "Critical Chain." Or, for those in Supply Chain roles, "Necessary But Not Sufficient" (NBNS). Or "Purple Curve Effect" for folks trying to make a difference "right where they are!" But I digress...

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