



Toyota's Obeya Management System Day 2

TOYOTA'S ENGINE FOR LEADERSHIP & OPERATIONAL EXCELLENCE

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WHAT WE WILL COVER IN OUR TIME TOGETHER TODAY

- Red Ball
- Overview of Hoshin Kanri and Deployment
- One Voice Leadership
- Hoshin Kanri Development and Deployment Flow
- Managing Hoshin
- Lagging Indicators vs. Leading Indicators
- Overview of Toyota's Floor Management Development System (FMDS)
- The Five Missions of Shop-Floor Management
- FMDS, Problem Solving, and Leader Development
- Team Leadership through Three Pillar Management
- FMDS Do's and Don't
- Your Questions
- Reflections



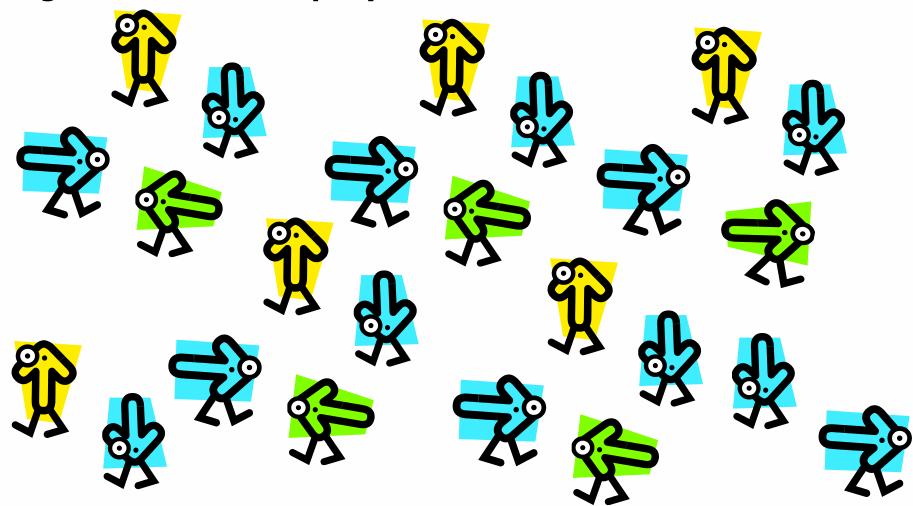
The Obeya System and Hoshin Kanri at Toyota





Does Everyone Understand the Direction and Priorities?

Does everyone understand this system of aligning their goals with the company?

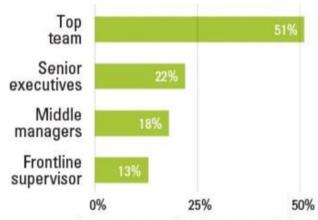




Probably Not!

Alignment Plummets Between Top Executives and Their Direct Reports

Strategic alignment falls off a cliff from the organization's top executives to their direct reports and continues to decline, although more gradually, among lower-level managers.



Percentage of leaders at each level in an organization who can list their company's top three priorities.

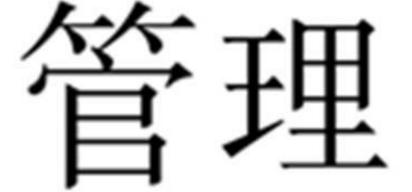
Based on data from 4,012 respondents across 124 companies, with high response rates at each level, who took the survey between 2012 and July 2017.







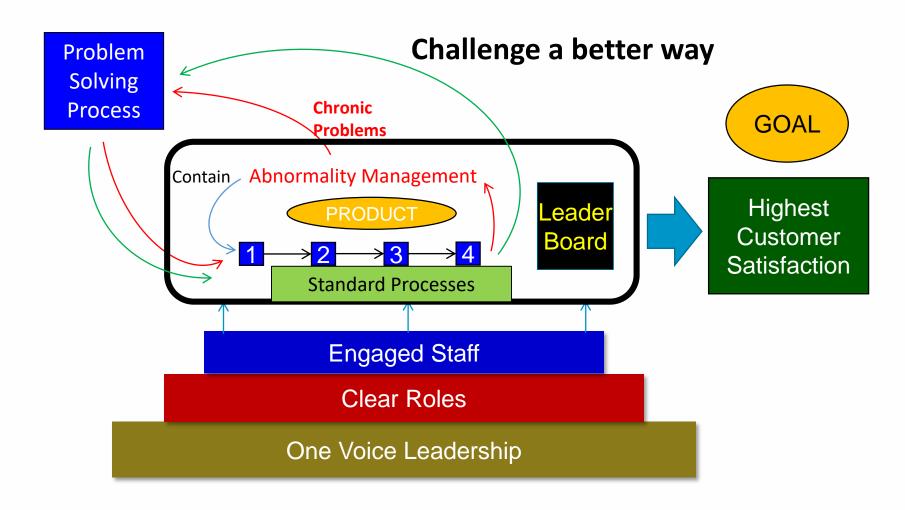
Hoshin = Direction



Kanri = Execution



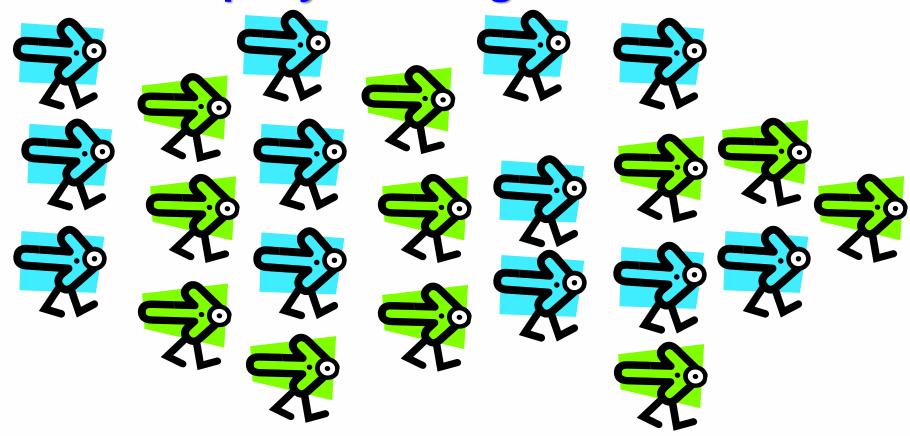
Ideal Work Environment for Enterprise Excellence



Hoshin Planning Seeks to Align Resources and Insure Unity of Effort



After Hoshin Kanri Company Planning with PDCA





Key Points

1. What is Hoshin Kanri?

- Points of each step in Deploying Hoshin Kanri
 - 1. Hoshin Establishment and Deployment
 - 2. Hoshin Checks
 - 3. Actions
- 3. Associate's Role in Hoshin Kanri
- 4. Hoshin Kanri Process Simulation (Activity)
- 5. Summary



Hoshin is Management Kaizen for BREAKTHROUGH



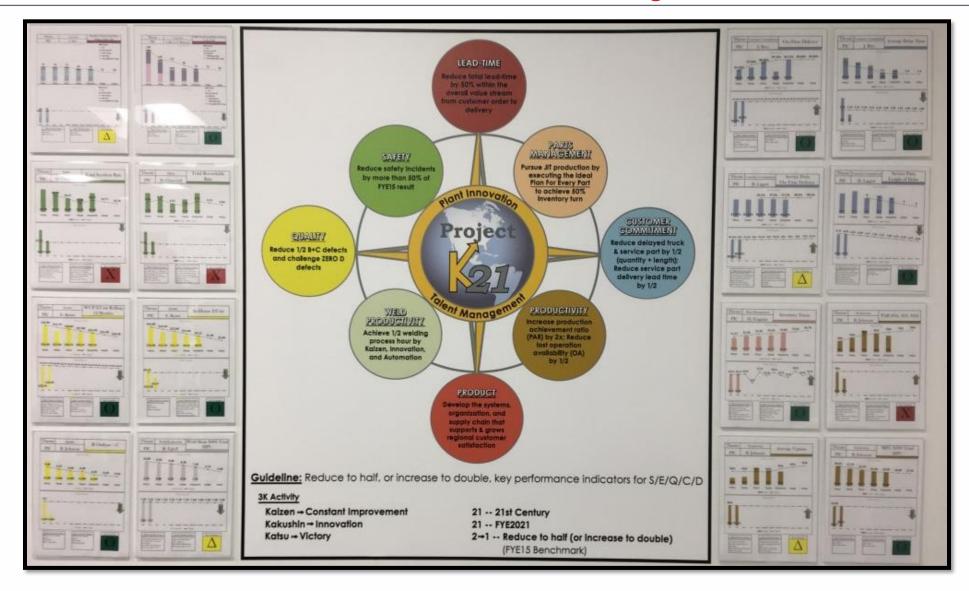


Hoshin Breakthrough Vision: Bring Lexus to Kentucky!





Mid-term Hoshin Vision at TIEM: with A3 Visual Thinking

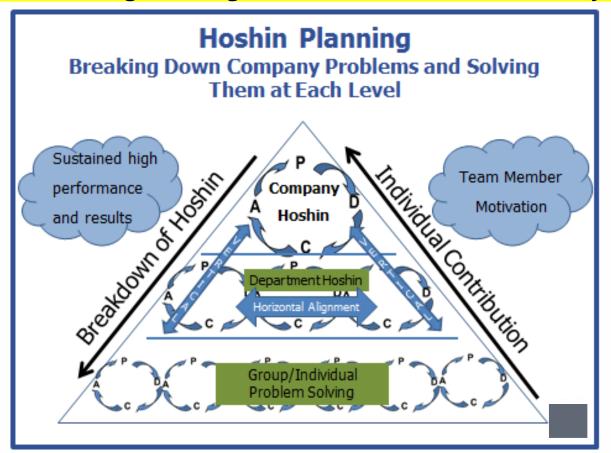




Overview of Toyota's Hoshin Process

One Voice Leadership

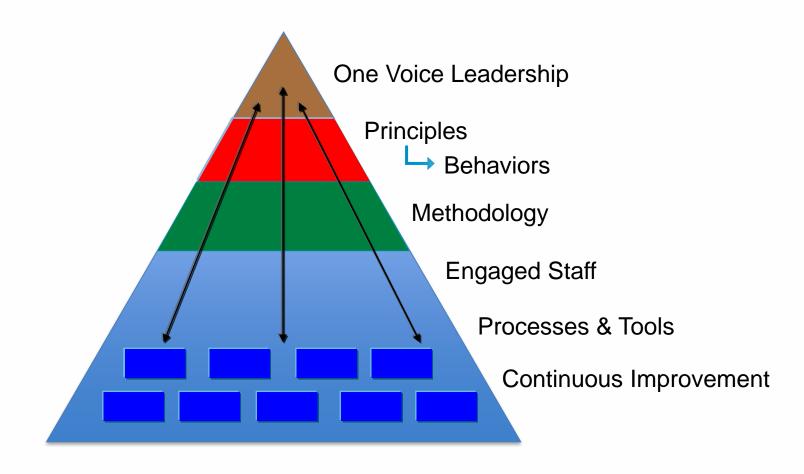
Executive and Senior Leaders must *align* their Hoshin plans before deployment through the organization to ensure consistency of direction





Hoshin Kanri Requires One Voice Leadership

Consistent Principles Applied Via Every Day Behaviors





Toyota's Thinking on the Role of Leaders

The person in the process is in the best position to improve the process Company **Product Customers From** To This... This... **Partners** Customers Stakeholders **Product**

'You do not work for me; I work for you!'



The Hoshin Process

Long term goals are achieved via a series of 12-month plans

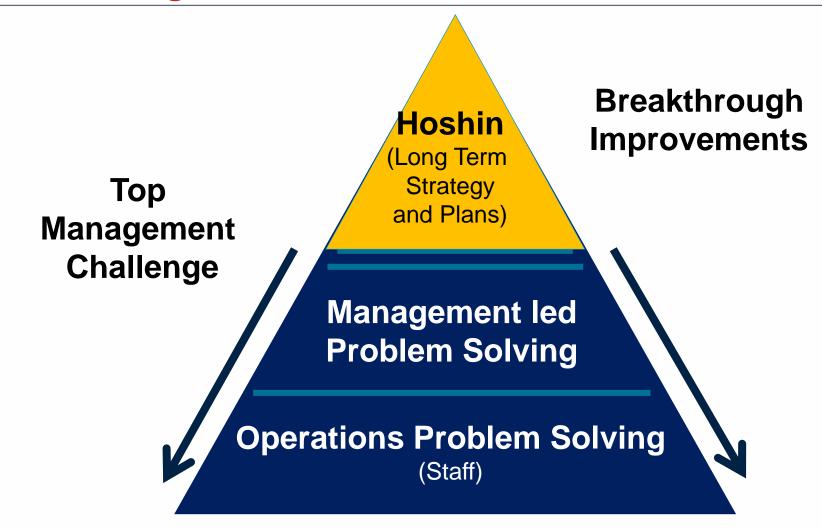
• The Annual Hoshin process reviews the long term goals, adjusts as needed,

then sets the next actionable 12 month plan



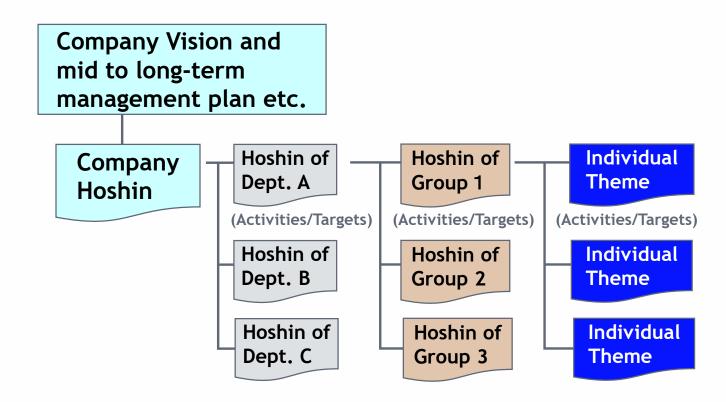


Total Problem Solving Culture



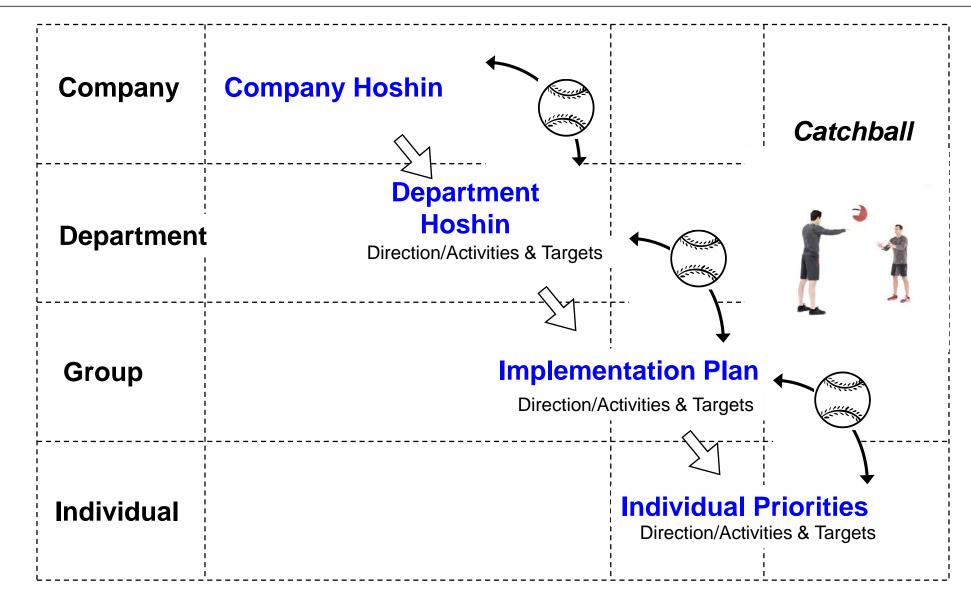


Hoshin Kanri System – Annual Hoshin System



Hoshin Must Incorporate "Catchball" back and forth between the levels?





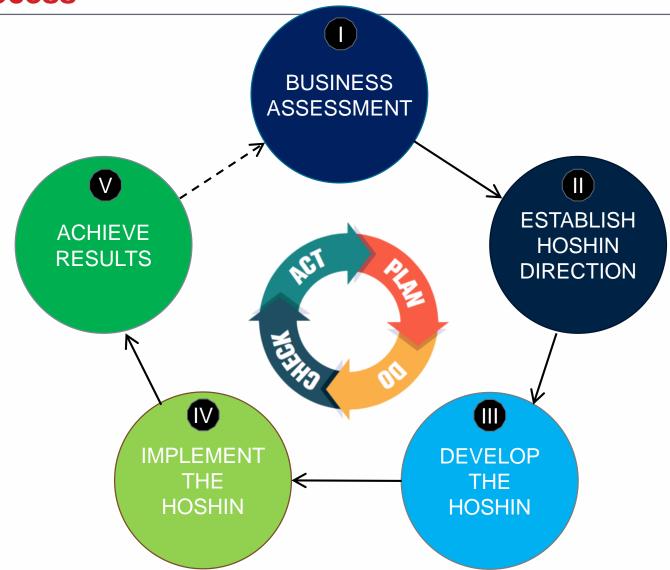


How is Hoshin Different?

Reform line that is written from corporate needs Constitution Level **Gap (Setting Type Problems)** Achievement Hoshin Kanri Bridges the Gap Corporate Line representing what **Daily Operations /Work** Kaizen can achieve Achievement Date Now Time→



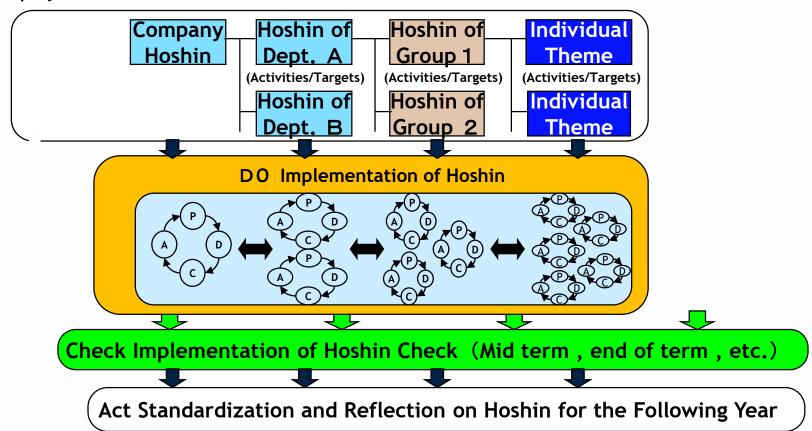
Hoshin Kanri Process





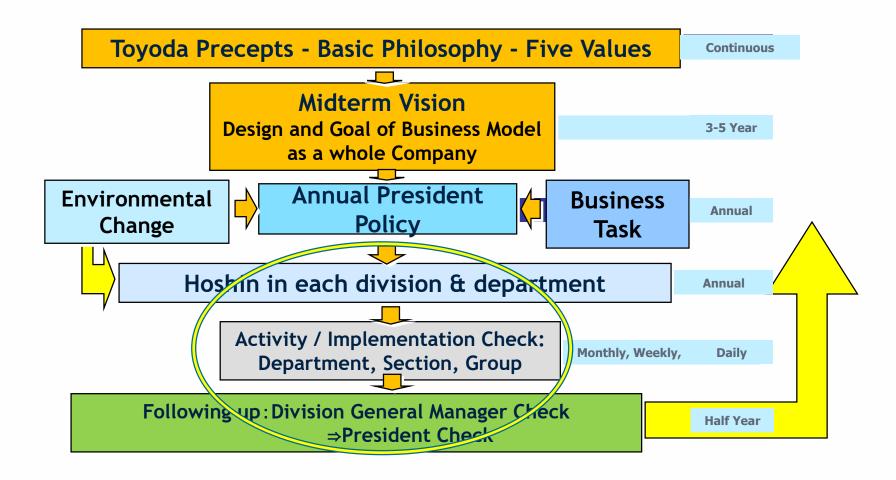
Hoshin Kanri Flow

PLAN
Hoshin Strategies
and Deployment



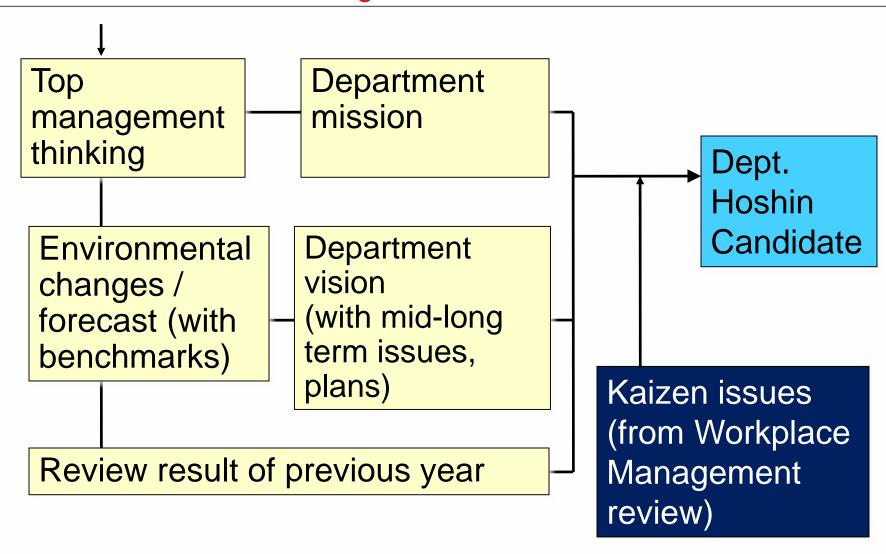
Hoshin Management Flow and Timeline for Planning and Review







Grasping the Current Situation during Problem Identification





Determine the Current State of Performance against Objectives

Envision Your Ideal

State

Annual Review: Reflection and **Learning Points**

Recognize Strengths, Weakness, **Opportunities and Threats**

> Select and **Prioritize**

Breakthrough

Objectives

And Targets

Create a Deployment Plan

Define the (Future State **Objective)**

Required and/or **Desired State**

Create Flight Plan and Allocate **Resources; Define Priorities of** Support

Define how you will Manage the **Progress of the** Plan

CI

Review Plan Progress Mid-year Quarterly Monthly

Confirm and **Implement Plan:** A3 Report How will you Check?

Chain of Responsibility and Communication Loop



SWOT Analysis of Hoshin Missions

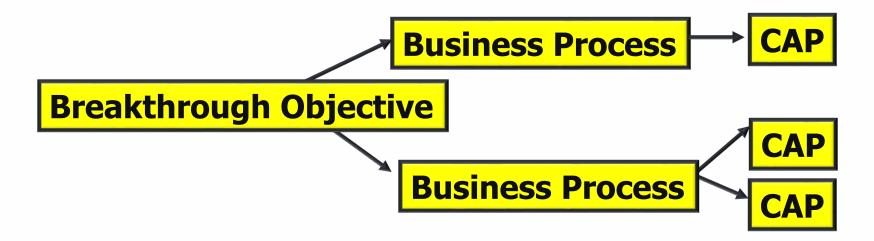


- > S-O: Pursue opportunities that are a good fit to your strengths
- W-O: Overcome weaknesses to pursue opportunities
- S-T: Identify ways to use strengths to reduce vulnerability
- W-T: Establish a defensive plan to minimize threats

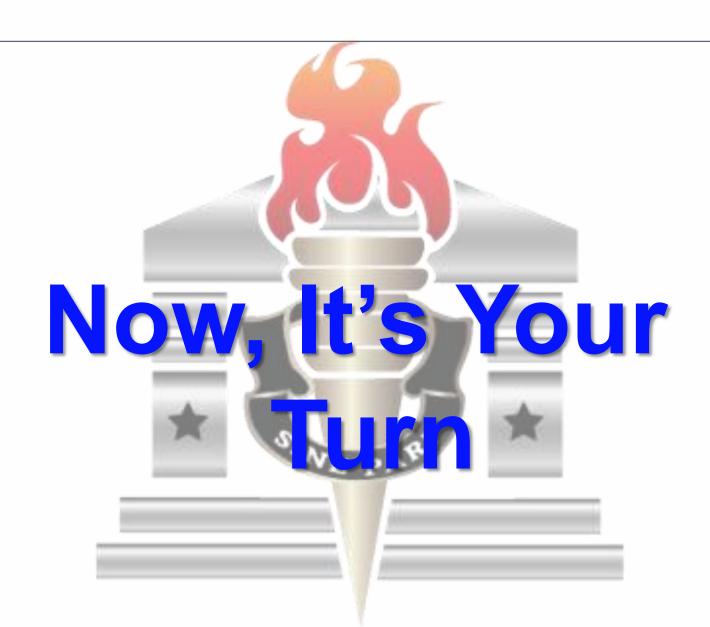


Critical Annual Priorities

- Which processes will be impacted by the Critical Few?
- What will be changed in these processes to achieve the goals?

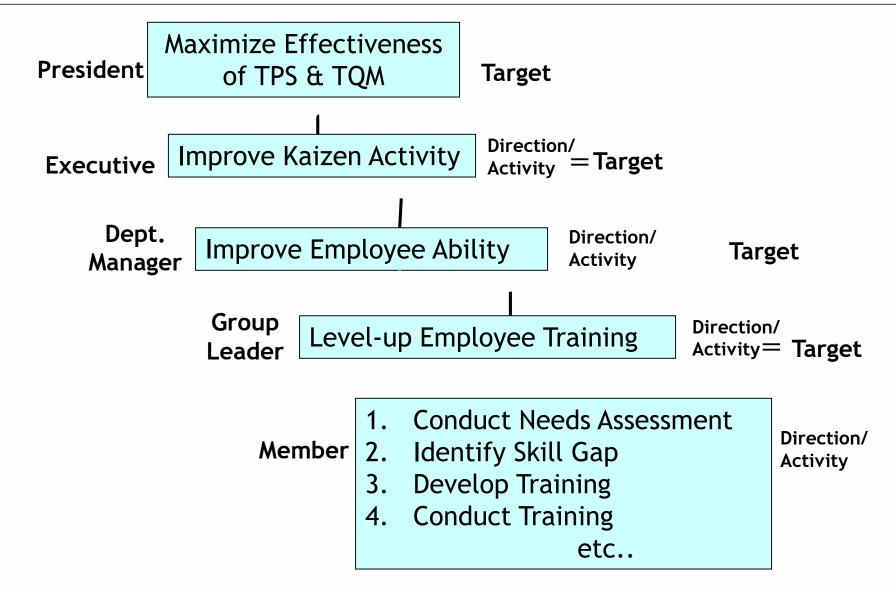








Example of Hoshin Breakdown





Setting Hoshin Items

Expressions that are easily understood are used for specific procedures.

(1) Why "Purpose"

(2) What "Target Problem"

(3) How "Method"

Example

NG: Enhance the education curriculum for different ranks.

OK: Promote the internalization of shared values (why), by reviewing the education curriculum for different levels (what) based on trainee and management needs (how).



Setting Hoshin Targets

Perspective on Setting Targets

When Issues are solved, exactly how things will be changed should be clarified.

- What "Evaluation Standard **(1)** /Performance Indicator"
- How Much "Target Level" **(2)**
- "Deadline for Accomplishment" When **(3)**

Example of What:

Review education curriculum in order to share values

- B. Trainee Eval.
- C. Manager Eval.

- A. Amount Reviewed | A. % of Courses Reviewed
 - B. Trainee Survey Eval. Score
 - C. Manager Survey Eval. Score



What Should You Measure? Only the Most Important

- 1. Define what must we improve
 - Voice of the Business: What must we improve for our stakeholders and shareholders? Are we part of the growth plan for the organization?
 - ➤ Voice of the External Customer: If we had your Top 5 Customers here, right now, what would they say you need to improve to gain more of their business? How would they measure these improvements?
 - > Voice of our Operation: People, Processes, Performance?
- 2. Set Targets "State what you really need to accomplish without prejudice"
- 3. Prioritize Measures: Top Five/Hot Five:

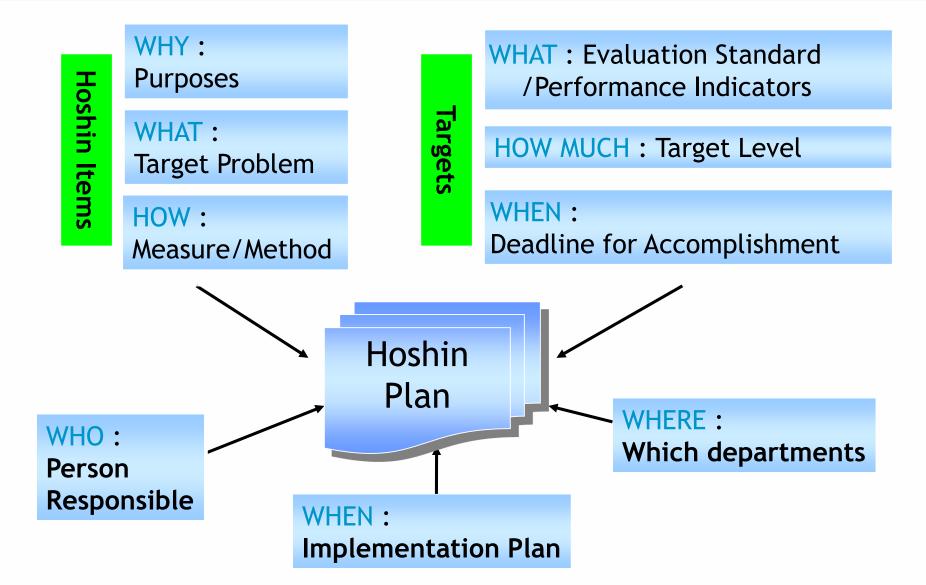
"If you fail these measures, will you will be fired?"

-Takashi Tanaka

- 4. Catch-ball Determine who will lead. Ask: How can we? What can we do?
- Check alignment: Tie in Company Hoshin to Plant Hoshin to Shop-floor Hoshin: Set SQDCP-HRD KPI
- 6. Manage Progress: How will you check and mentor? How often?



Hoshin Planning





Example of a Hoshin Plan

Example of Hoshin Plan T Company Personnel Division Education Group Hoshin Associated Top Management Associated Organizations Implementation Plan Officers in Charge Thinking, Division Missions, Hoshin Targets Visions, etc. · Enhance value sharing and ← ●: Intra Group problem solving capability Progress Meeting Apr May Jun July Aug Sep Oct Nov Review Mid-term review; Intra End of term review: Intra Obtain the commitment from top implementation division progress meeting division progress meeting management directors Need for providing a more rate: Above 50 % 4>4>4 efficient and effective (Consecutive: Over 50% of the whole curriculum is to be 1. In order to promote the reviewed during this year) Confirm Grasp Clarify Corporate education curriculum internalization of values (Will be implemented for junior-class to ustomer the role excesses items/ Trainee evaluation based on the education Management eeds: of each and freshman-class consecutively) that must be shared, a New Beppu. score for the new framework Planning Division review based on the urveys/ clarify the of current for each curriculum on Takizawa. Create details New curriculum: terviews capability curriculum rank Implement senior needs of trainees and for senior average: Above 80% Ushida, Hongo Personnel requirefreshman-class Personnel Division Vision: manager ments for management-class is consecutively) Planning Group *Developing personnel made on the curriculum Management-class values strategies in which diverse External evaluation score for for each rank. human resources that Consultants the new curriculum: possess shared enterprise Create separate Conduct surveys and Average of over 80% guiding principles and values can play an active > the new for trainees and curriculum management-class part globally. " · · · · · · 6 evaluation Implementation of · Need for providing a more May Jun July Aug Sep Oct Intra Group efficient and effective New implementation Mid term review: Intra End of term review: Intra Progress Meeting education curriculum Sign contract for rental of external servers division progress meeting division progress meeting of education based on the education ▼Obtain commitment from curriculum that top management directors framework utilizes IT:Over 5 Select subjects(2) recruitment for education program that subjects of E-learning program that contains a more planning and best fits the involved role of IT inclusion of IT: <Creation of new development curriculum: Trainee evaluation Implement Consecutive implementation · Environment Change = Over 5 subjects score for the new IT IT Promotion One person of the following: Accounting * Intermediate Accounting 2. In order to conduct a program: Average of * Sexual Harassment Corporate over 80% more efficient and Horio, Management * Appropriate Behavior as effective education, the Member of Society Yuzawa, Management-class Planning Division manhours needed to Increase work efficiency * Compliance etc. Shiba, Abiru evaluation score for due to work load increase implement the education IT Promotion the new IT curriculum is reduced evaluation separate implementation and Division program: Average of points for trainee and summary of results through the utilization of over 80% the new management External Server curriculum class IT technology. evaluation Increase knowledge on Providers . Reduction rate of education method that benchmarking for implementation advanced cases: utilizes IT technology At two or more Survey for all Division manhour due to the companies General Managers introduction of a relevant IT enhancement Work out the Grasp the unwanted Grasping implementation parts of the current program: Over 30% implementation implementation of new IT current education →Create surveys

program; <Total

The Rest is Omitted

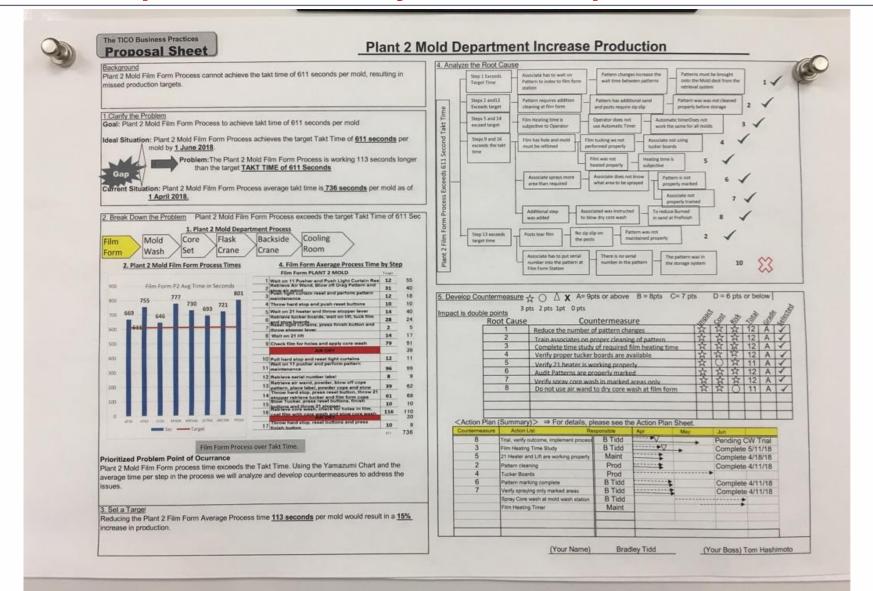
number of hours>

→Create details for new

program

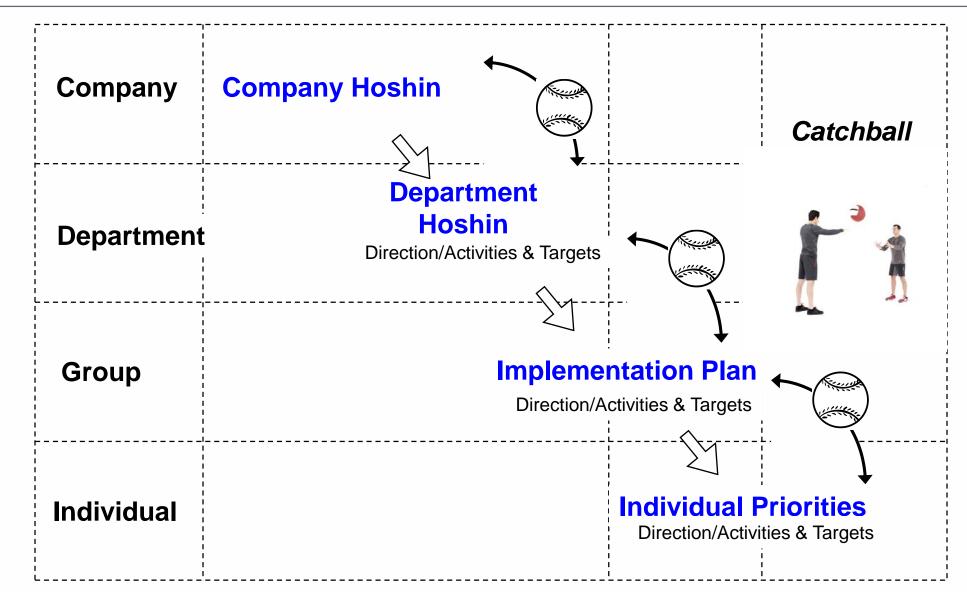


EX. Hoshin A3 to Improve Productivity for Mold Dept.



Hoshin Must Incorporate "Catchball" back and forth between the levels?

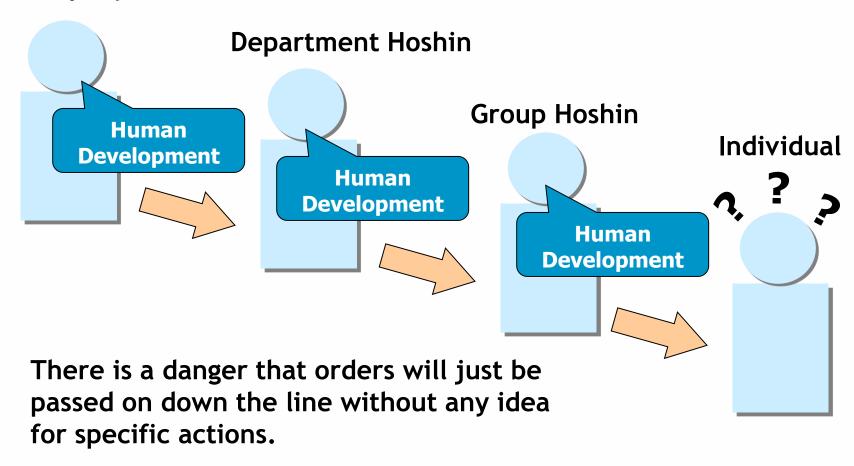






Beware of "Tunnel" Management

Company Hoshin





The Purpose of Hoshin Checks

Purposes of Checks:

- To turn over the Kanri Wheel (PDCA)
 - •Make Corrections on the Implementation Plan for each Theme and Set New Action Plan.
 - Grasp Kaizen Issues at the Management level that include Establishment of Hoshin and Deployment Methods

Check Points:

- Check not only results, but also processes.
- Check not only implementation processes for each theme, but also Workplace Management processes.



Rapidly Turning Over The Check Cycle

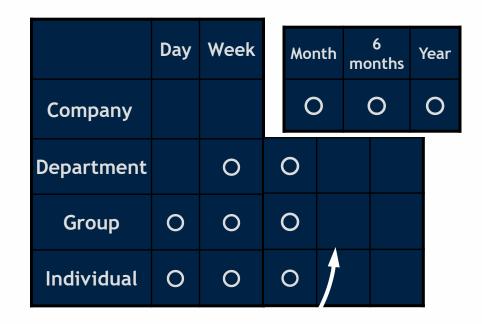
Rapidly turning over the check cycle and immediately taking Action is Important

Check Results

Check results on Monthly, Quarterly, Half Yearly, Yearly for company and department



Process Management (Action)



- Grasping the gap between the daily plan and actual performance
- Analyzing the gap causes and clarification of actions to be taken the following day



Visual Management for Hoshin Check

Visualization of progress situation



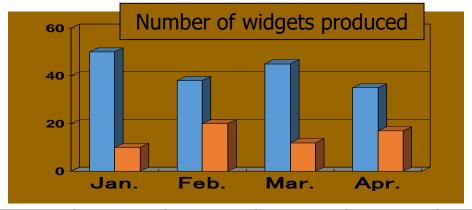
Example of Visual Management

- 1. Numerical presentation
- 2. Numerical data compiled into graphs.
- 3. Qualitative data color coded and progress evaluated

Awareness sharing of issues



Quick action



Progress	study	start	check	confirm	delay
Sticker					

Theme	PIC	April	May	June
Multi-processing through the	ļ	<u> </u>		→
creation of widget pro- cessing jig	Tim	•	•	•



Hoshin Evaluation Format

			Division / Department Signature / Date (VP) GM Mgr						
	Hoshin Review								
Refe	Div.	Objective	Implementation Plan	Responsibility	Target	Related Areas	Evaluation	Results/Highlighted Activity	Reflection/Action Plan



Example of Hoshin Plan

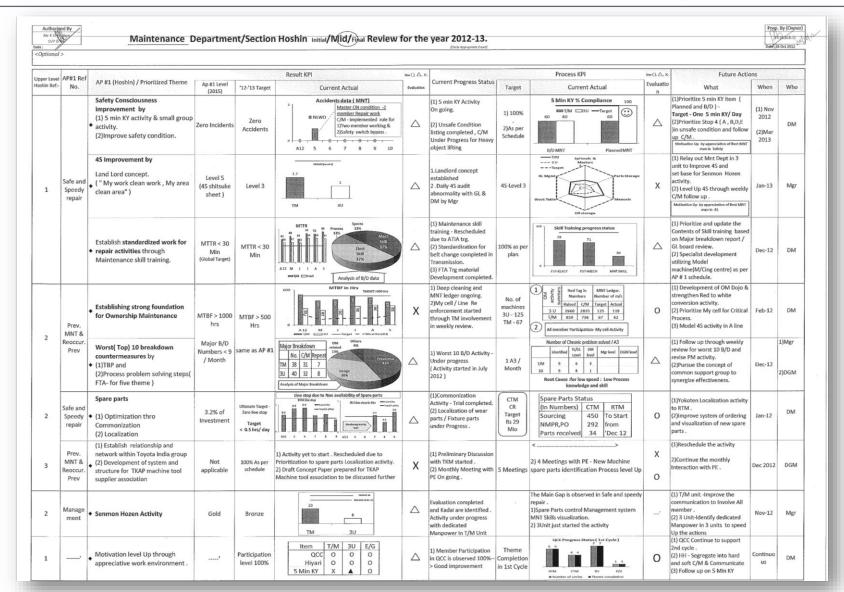
Example of Hoshin Check Report

T Company Personnel Division Education Group End of Term Hoshin Check

	Evaluation Standards ⊚:Rate of achievement above 120%, O:Above 100%, Δ:Above 80%, ×:below 80							
Associated Top Management Thinking, Division Missions, Visions etc.	Hoshin	Targets	Achievement Status	Evaluation	Contributing Factors to Success or Failure	Points and Efforts to be made for the following year		
Enhance value sharing and problem solving capability Need for providing a more efficient and effective	In order to promote the	Review implementation rate: Above 50 %	Review Implementation Rate: 45% Part of the Low level manager training curriculum has yet to be reviewed	Δ	It took more time than planned in building consensus with top management concerning capability requirements, and creating senior management curriculum structure.	Clarification of capability requirements setting methods and appropriate staff training Expand the use of external consultants		
education curriculum based on the education framework Personnel Division Vision: "Developing	internalization of values that must be shared, a review based on the needs of trainees and management-class is made on the curriculum for each rank.	Trainee evaluation score for the new curriculum on average over 80pts.	Trainee Evaluation: 82 points Though part of the upper level manager curriculum has received a high evaluation of an average of 95 points, part of the middle manager curriculum dips below 80 points	0	In curriculum scores that fell below 80 points many of the trainees found the terms difficult to understand.	Inclusion of a glossary of difficult terms in the text and the utilization of these terms in staff training		
personnel strategies in which diverse human resources that possess shared enterprise guiding principles and values can play an active part globally"		Management evaluation score for the new curriculum: Average of over 80pts.	Manager Evaluation: 63 points The top management evaluation for senior manager curriculum is particularly low	×	The understanding of top management level was in adequate.	Inclusion of understanding activities plan for top management level in processes		
Need for providing a more efficient and effective education curriculum based on the education framework		New implementation of education curriculum that utilizes IT:Over 5 subjects	Curriculum Number: 4 subjects Of the 5 subjects that were aimed at, compliance education was not implemented.	Δ	Since everything was originally developed, development man hours have exceeded the assumptions.	Collaboration with Group Enterprise and increase the efficiency of development processed through the effective use of commercial		
IT Promotion	In order to conduct a more efficient and effective education, the manhours needed to implement the education curriculum is reduced through the utilization of IT technology.	Trainee evaluation score for the new IT program:Average of over 80%	Trainee evaluation: 83 points Since business trip man hours have been reduced the targets of 4 subjects have been achieved.	0	There has been a need for Kaizens in regards to operationality.	software Operationality Kaizens taking into account trainee needs		
·Increase work efficiency due to work load increase 8		Management-class evaluation score for the new IT program: Average of over 80%	Manager Evaluation: 84 points Since there has been a good evaluation due to the reduction in business trip man hours and review of unwanted curriculum etc., 4 subjects have exceeded targets.	0 -	Sorting out unwanted curriculum was successfully performed through the surveys conducted on trainees and	Standardization of unwanted curriculum review process and the lateral deployment to other		
Increase knowledge on education method that utilizes IT technology		4. Reduction rate of implementation manhour due to the introduction of a relevant IT enhancement program: Over 30%	Reduction in man hours: 41% Through the sorting out of unneeded curriculum, the scope of efficiency is expanded. (10%)	0	management.	group processes		
		The Rest is Omitted						

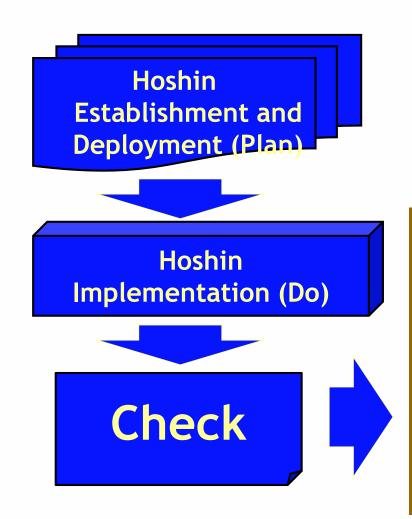


Ex. Department Hoshin in Support of Company Hoshin





Things to Keep in Mind about Actions



Action

Satisfied Points

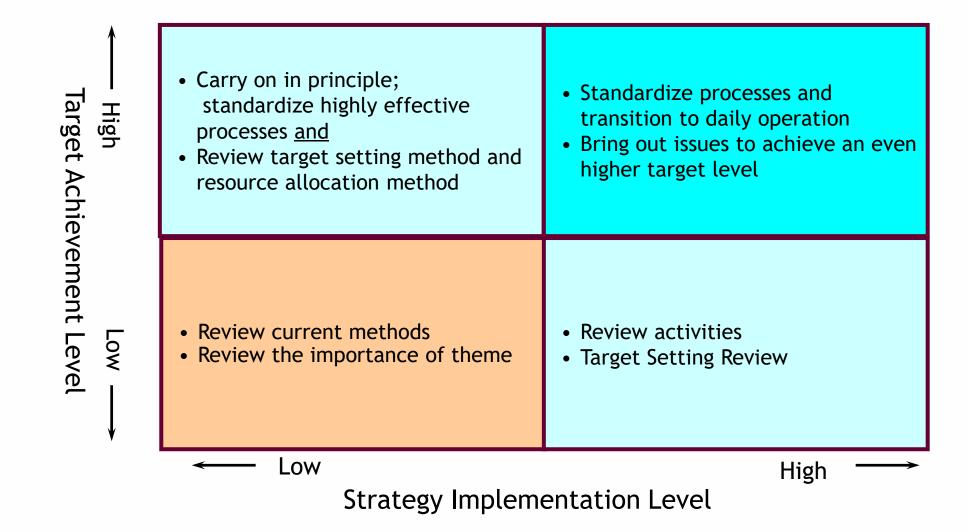
Standardization

Unsatisfied Points

Recurrence Prevention and further Kaizens

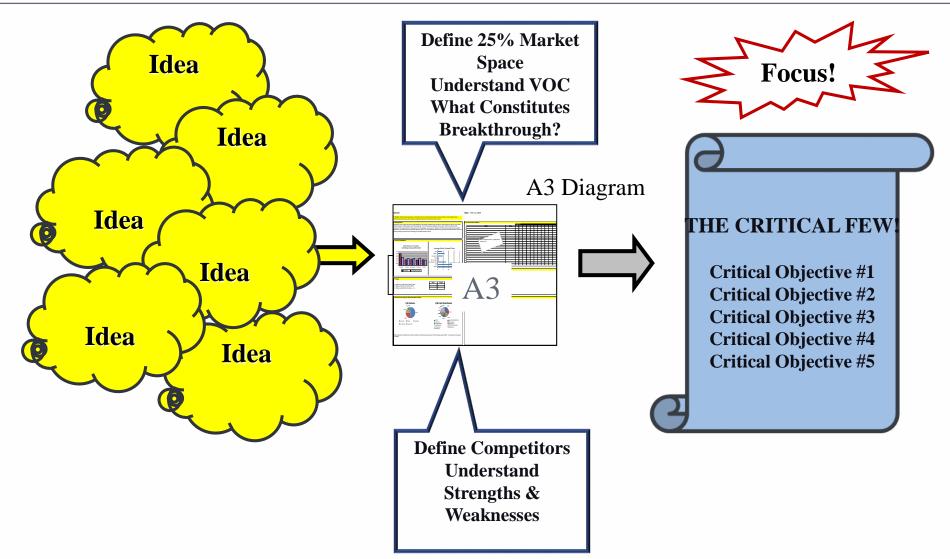


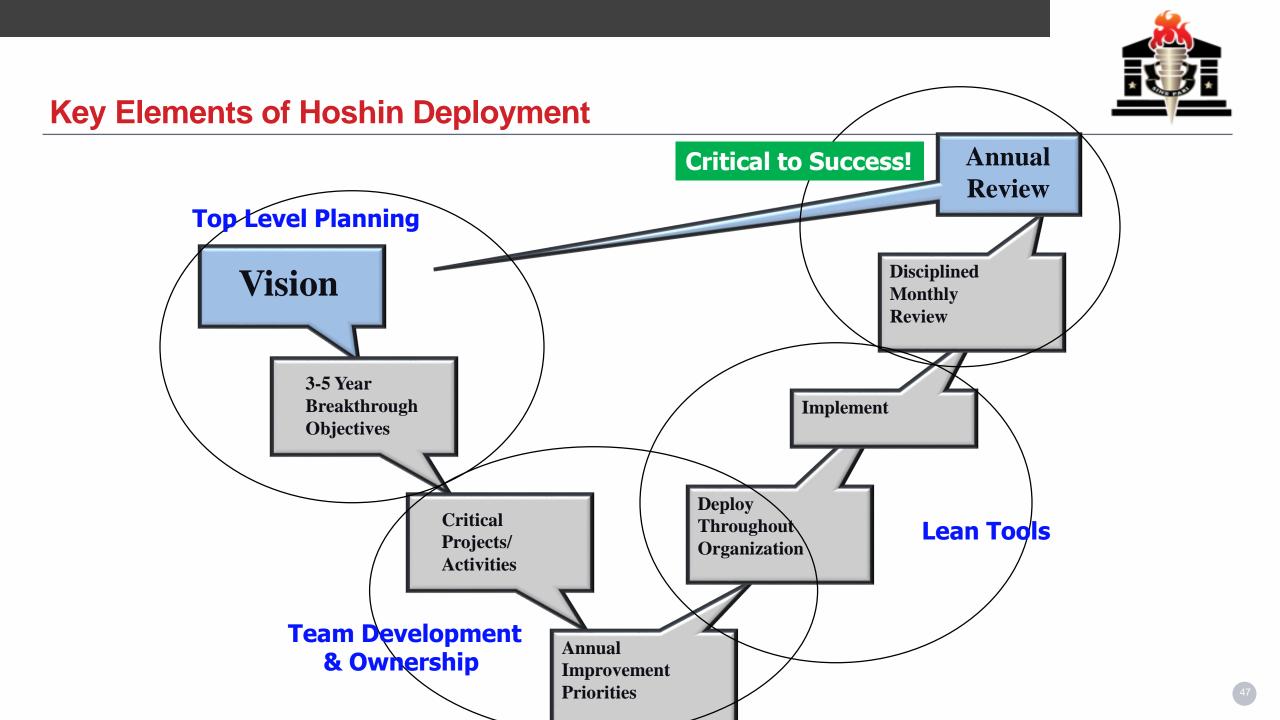
Orientation





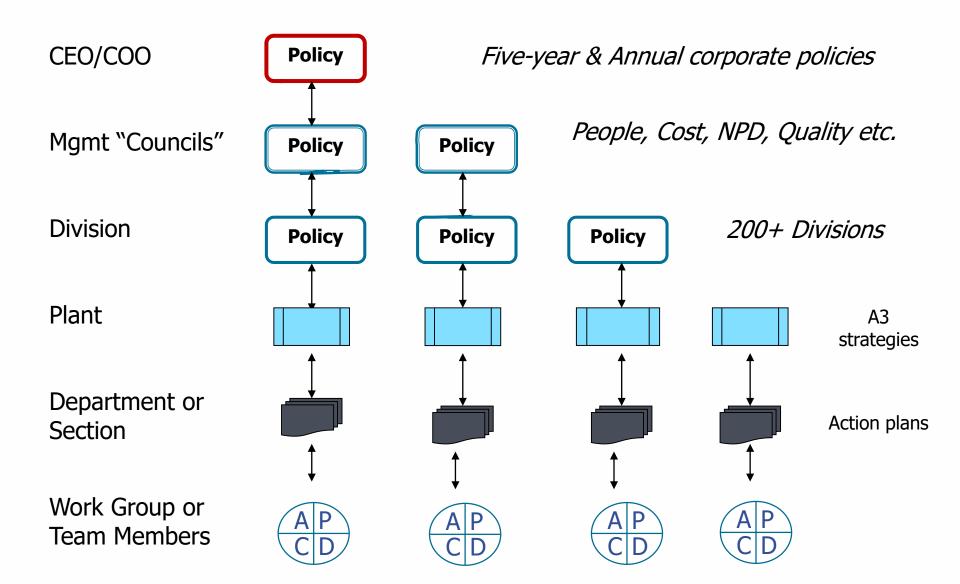
The Hoshin Distillation Process







Deploying Policies at Toyota





Company Hoshin

Main KPI

Sub Sub Sub KPI KPI KPI Plant 1 Plant 2 Plant 3



Toyota (TIEM)
Hoshin Vision
K21
"Breakthrough"
Initiatives
Only

Plant 1 Hoshin

Main KPI

 Sub
 Sub
 Sub

 KPI
 KPI
 KPI

 GM 1
 GM 2
 GM 3



Toyota (TIEM)
Annual Hoshin
FY '18

Department/Section Hoshin

Main KPI

 Sub
 Sub
 Sub

 KPI
 KPI
 KPI

 MGR 1
 MGR 2
 MGR 3



Toyota (TIEM)
Hoshin
Management
By Department/
Section
"A3 Management"

Toyota Hoshin Management By Shift through FMDS

Group FMDS

Main KPI

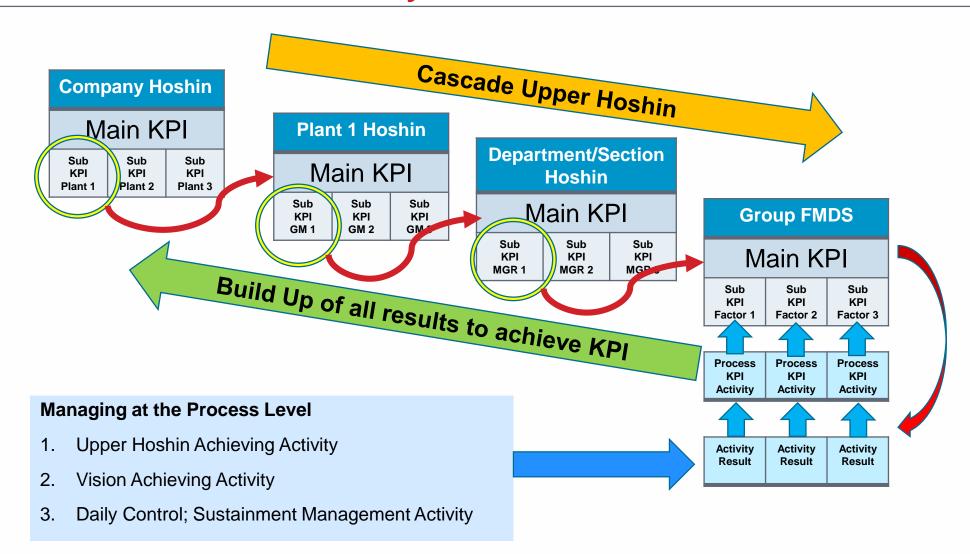
Sub Sub Sub KPI Factor 1 Factor 2 Factor 3

Process Process KPI KPI KPI Activity Activity

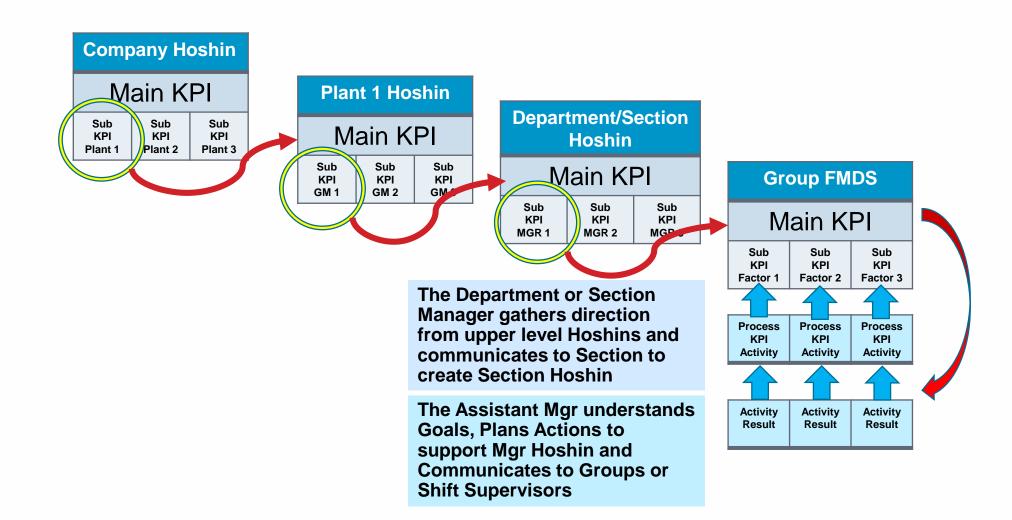
Activity Activity Activity
Result Result Result



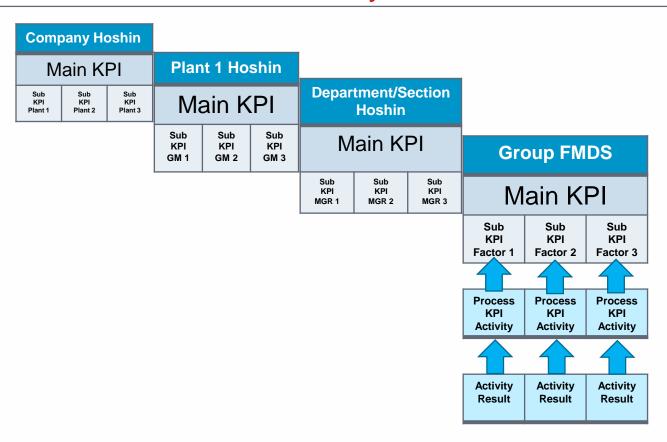










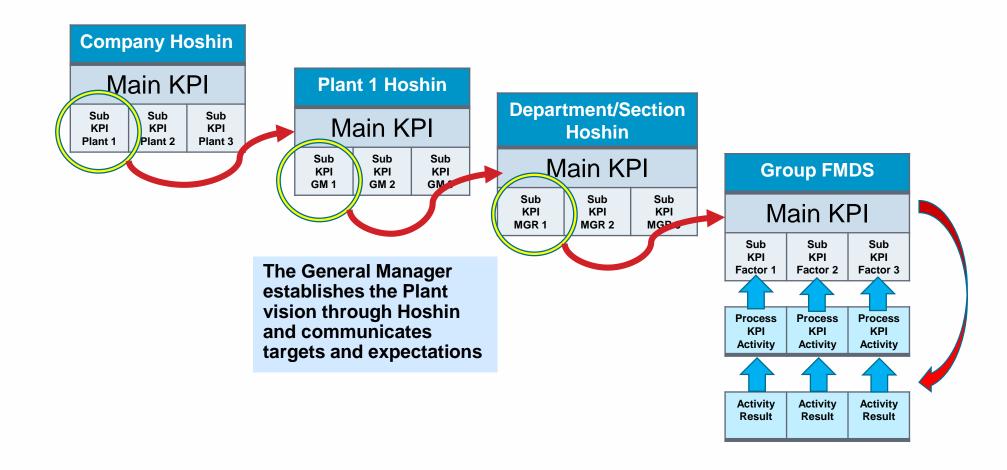


Group
Leaders/Supervisors
Grasp the Area Plan,
Plans Group actions to
support Hoshin Targets,
and Communicates to
Group Members targets
and collaborates to
develop Sub-KPI and
Process Activities

Team Leaders implement group plan components, secure resources, supports team-members and Group Leaders through standards and suggest improvement activities to achieve targets

Team members follow implementation plan and standards, suggest improvement activities and participate in problem solving







Catch Ball Process Steps

Level II

- Review Level III A3's, matrices, and bowling charts
- Modify/refine level III and II documents
- Approve red-yellow-green
- conditions for each project

Level I

- Review Level II A3's and matrices
- Modify/refine level II and I documents
- Create visual "Line of Site" charts for each Level III and integrate into management standard work



Line of Site Exercise

Think of your responsibilities in this upward cascade.

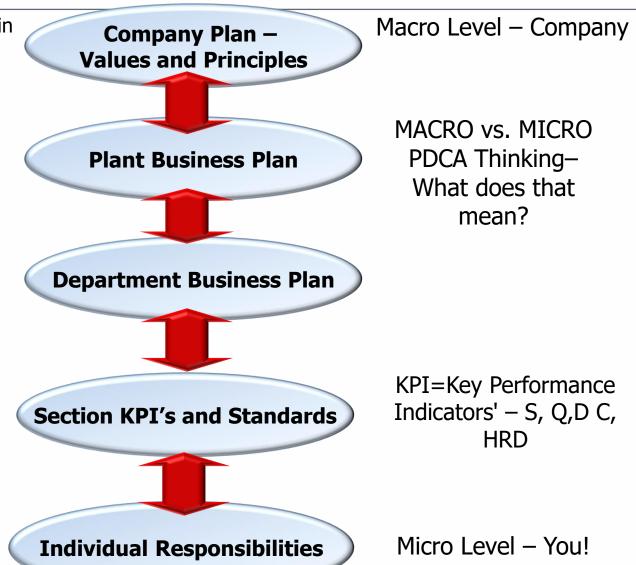
Your direct responsibility is your cost center or section, which supports your department, which supports the Plant Business Plan.

Are you aligning your responsibilities properly?

In other words is what your doing on a daily basis "value added" to the company's goals?

You must establish and share the direction you are heading in!

Without a plan we keep covering old territory!





Summary of Hoshin Activity

Vision and Strategy of Company

By PDCA being cultured, important problems are solved & business objectives can be attained certainly & effectively.

Hoshin Kanri

Daily Management

Top's will is permeated throughout the company

Positioning and the role of the business in their charge of each post become clear.

Activation of workplaces, Human Resource Development

- The quality of business and the level of management are improved and then human resource are developed.
 - Workplaces are activated by good communication.



