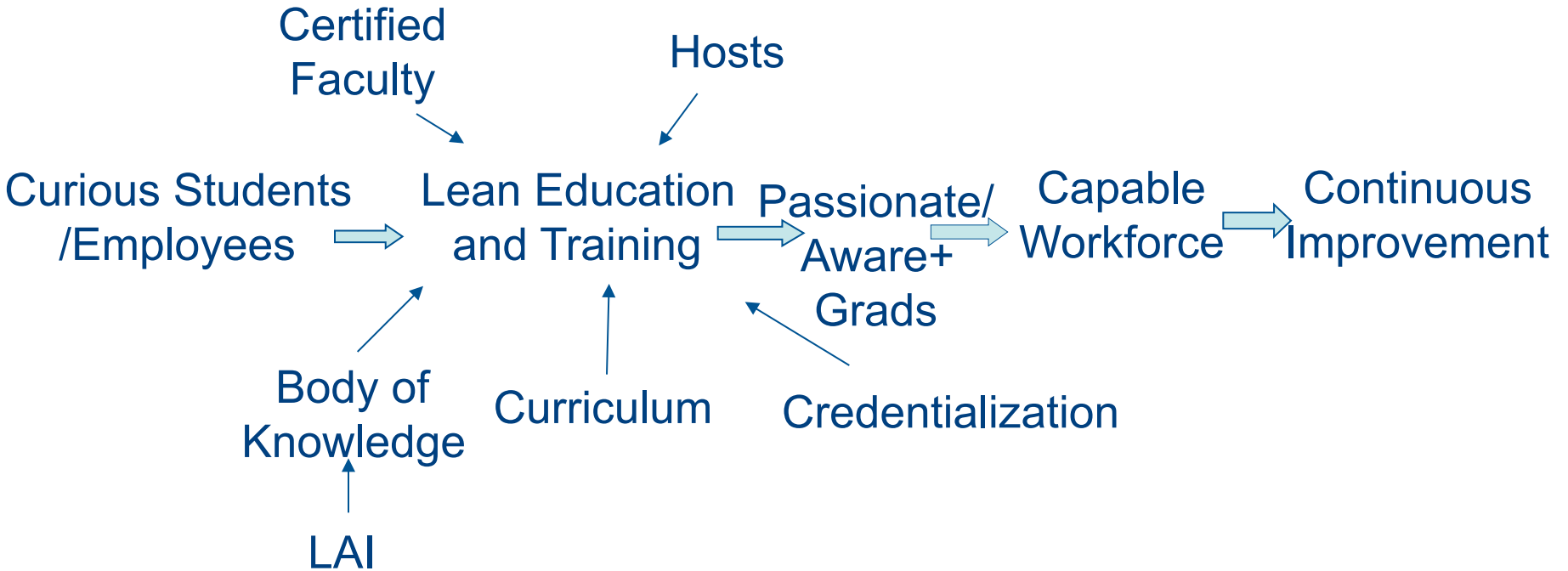


LAI EdNet Strategic Direction

Chicago 7/31/2007

What is LAI EdNet?



Vision : Current and Future Workforce Having Passion and Capability for Lean Continuous Improvement

Mission : LAI EdNet Facilitates Premiere Lean Learning Experiences

- in Industry, Government, and Educational Institutions,
- by maintaining a Lean Body of Knowledge,
- developing world-class Lean Curriculum,
- training and credentializing Lean instructors,
- and recognizing Lean Training Centers of Excellence.
- These efforts impact students, employers, and the national economy by widely disseminating Lean awareness,
- developing individual and organizational Lean capability,
- and supporting Enterprise Continuous Improvement.

LAI EdNet is Unique

- **Broad Body of Knowledge**
 - **Continuing Research at Graduate Level**
 - **Reflects Current Best Practices**
 - **Promotes Consistency across industry**
- **Extensive Interactive Learning**
- **Flexible / Modularized Curricula**
- **Lean in Action**
 - **Pertinent Tours / Guest Presentations**
- **Diverse Teaching Team**
- **Success in Raising VALUE Scores**

Who are the Customers? What might they want?

- **Industry**
 - **Hiring of Lean Aware New Employees**
 - **Advanced Modules**
 - **Product Development, Supply Chain, Service, Finance, etc.**
 - **Basic Lean Academy – for non-Aerospace Companies**
- **Government**
 - **Level 1 CPI Training – DSD England Mandate**
 - **Advanced SCM Module**
- **Educators**
 - **Useful, practical curricula**
 - **Advanced Modules**
 - **Transition Knowledge Exchange Events into Curriculum**

Incentives for Expanding Lean Education

- **For Industry / Government**
 - **Cost avoidance for basic lean training**
 - **Higher capability entry workforce**
- **For Academia**
 - **Opportunity for preferred status with industry**
 - **Better student placement**
- **For Prospective Employees**
 - **Signing bonus / salary differential**
 - **Greater ability to perform well early in career**

LAI EdNet Strategic Elements

- **Engage with DoD CPI Training Mandate Using current Lean Academy – Tom/Steve/ Janet Hassan**
 - **Get Lean Academy Certified as DoD CPI Equivalent**
 - **Schedule classes using DAU/AFIT as Lead Instructors**
- **Engage Industry and Government Leaders regarding their Need for Advanced Lean Modules – Earll/Industry POCs**
 - **Translate Knowledge Exchange Events into New Lean Modules**
 - **Lean Product Development underway**
 - **Lean Supply Chain should be modular so it can be imbedded in Lean PD and other Lean Courses**
 - **Opportunity for Lean Finance/ Lean Services/ etc.**
- **Communicate Urgency of Lean Curricula to Academia – Jan/Tom to establish plan**
 - **Mobilize industry and government recruiters, university relations**
 - **Create student demand pull during job fairs , campus interviews**
 - **Possible ads/advertorials in student newspapers**
- **Expand and Focus Communication and Marketing of LAI EdNet – Jackie/Dick**
 - **Establish the brand and articulate the value**
 - **Develop Recognition for Lean Academic Centers of Excellence**
- **Determine Sustainable Business Model for Ednet – Tippie student project**
 - **Explore Federal/state/local funding**
 - **Aggressive open enrollment deployment**
- **Continue to expand the LAI EdNet membership and instructor cadre – Earll**
 - **Industry work through key school relationships**
 - **Advertise broader LAI focus beyond aerospace**