

# NEWS RELEASE



## **Lean Learning Center**

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***For immediate release***

## **NEW LEAN LEARNING VIDEO NOW AVAILABLE**

**Novi, Mich.**, June 16, 2003 – The Lean Learning Center, a leading provider of lean curriculum to a wide variety of industries, and The Society of Manufacturing Engineers, (SME), the world's leading professional society supporting manufacturing education, announce the availability of a new video entitled "Learning Lean Through Simulation".

The video was written by Lean Learning Center partner Jamie Flinchbaugh and contains an interview with Flinchbaugh and comments from fellow Center partner Dennis Pawley. The 24-minute video focuses on a lean transformation simulation that took place during a week-long education course, the Lean Experience, at the Lean Learning Center. In the simulation, participants discover how lean principles and rules can be applied to increase process efficiency, improve quality and strengthen customer-supplier connections in pursuit of sustainable high-performance results.

Viewers will discover how teams apply different methods to solve similar problems; observe how lean is a process of improvement, not just a set of pre-determined tools; and how team members found opportunities for significant improvement in their processes.

According to Flinchbaugh, "This video is a valuable resource for any lean training program. It addresses a range of topics, such as waste elimination, how to establish high agreement within your organization and four key lessons that viewers can apply directly to their own lean transformation efforts."

Produced and distributed by SME, the video is available for \$229 to SME members and \$255 for non-members. It can be ordered online at [www.SME.org/videos](http://www.SME.org/videos) or by calling SME Customer Service at 800-733-4763.

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**About the Lean Learning Center**

The Lean Learning Center was founded in early 2001 by manufacturing and consulting industry veterans Andy Carlino, Jamie Flinchbaugh and Dennis Pawley to address the gaps and barriers that are holding back companies from successful lean transformation. In addition to the advanced curriculum, the Center has developed a learning environment designed specifically for adult learning, utilizing techniques that include discovery simulations, case studies, personal planning and journaling. Industries served include manufacturing, healthcare, public utilities, retail, aerospace, communications, technology, investment equity, service and more. For more information or to request a curriculum brochure, call 248-478-1480 or visit [www.leanlearningcenter.com](http://www.leanlearningcenter.com).

**About SME**

The Society of Manufacturing Engineers is the world's leading professional society supporting manufacturing education. Through its member programs, publications, expositions, and professional development resources, SME promotes an increased awareness of manufacturing engineering and helps keep manufacturing professionals up to date on leading trends and technologies. Headquartered in Michigan, SME influences more than half a million manufacturing engineers and executives annually. The Society has members in 70 countries and is supported by a network of hundreds of chapters worldwide. Visit us at [www.sme.org](http://www.sme.org).