

NEWS RELEASE



Lean Learning Center

40028 Grand River, Suite 300

Novi, Michigan 48375

www.leanlearningcenter.com

FOR ADDITIONAL INFORMATION:

Contact Nancy Lesinski

Lesinski & Associates

248-709-3040

nancylesinski@sbcglobal.net

For immediate release

New Twist on Children's Game Turns Mouse Trap® into Adult Learning Tool

Lean Learning Center simulation game illustrates power of learning through experimentation

Novi, Mich., Nov. 30, 2006 – The Lean Learning Center, a leading provider of lean curriculum and consulting to a variety of industries, has expanded its offerings to include lean education and training tools, starting with the launch of its new simulation, *The Mouse Trap Experience: The Power of Lean Learning*. This simulation teaches the central lean principle of learning through experimentation, reflection and PDCA (plan-do-check-act). In addition to the standard game pieces, each Lean Learning Center *Mouse Trap Experience* kit contains Standard Work Instruction Tent Cards, Improvement Instruction Cards, stopwatch, Improvement Materials and spiral-bound Facilitator and Participant Guides, which are also supplied on a USB along with Power Point instructions. The comprehensiveness of the Facilitator Guide enables the simulation -- which is designed to last three hours with minimal prep and setup – to be lead by someone early in their understanding of lean.

Since its founding in 2001, the Center has promoted simulation as one of the most effective educational strategies in helping adults understand lean principles. Through its Instructional Design Studio, the Center has designed numerous lean manufacturing and office simulations and educational programs.

“Simulation is one of the most powerful learning tools available,” said Lean Learning Center partner Jamie Flinchbaugh. “It offers a hands-on approach in a quick, no-risk setting that forces time for internalization of the lessons throughout the exercise. Our *Mouse Trap*

Experience simulation engages participants and builds enthusiasm while helping them recognize that incremental improvements can be continuously sought, regardless of where their organization is on the lean implementation journey.”

“Our goal is to infuse participants with a new way of thinking,” added partner Andy Carlino. “We know that simulation helps people understand and internalize lean concepts, which they can then apply to a real-world environment.”

Two versions of the Lean Learning Center *Mouse Trap Experience* simulation game are being offered. The standard, out-of-the-box version includes five kits and sells for \$2,895. A deluxe version, which contains editable files for individual company customization and 20 kits, is also available. To find out more about this product, call 248-478-1480 or visit www.leanlearningcenter.com. Sample materials and program details are available for download on the website.

In conjunction with its corporate partner Achievement Dynamics, a provider of management consulting, the Lean Learning Center provides a full complement of lean transformation services and products including customized instructional design capability. Industries served include manufacturing, healthcare, public utilities, retail, aerospace, communications, technology, investment equity, service and more. Partners Jamie Flinchbaugh and Andy Carlino have recently authored a book titled *The Hitchhiker’s Guide to Lean*, published by the SME. Visit www.hitchhikersguidetolean.com.

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Photo Caption: The Lean Learning Center takes a new twist on a classic game -- *The Mouse Trap Experience* simulation is tailored to teach adults the central lean principle of learning through experimentation, reflection and Plan-Do-Check-Act.