



“Bruce’s eclectic business and life experiences bring a unique perspective to the typical corporate challenge” (Fortune 25 - corporate executive)

“He combines a sense of humor with an in-depth knowledge of operations and quality management to create a captivating discussion on what all company’s face, themselves” (conference attendee)

“The passion of Jack Welch with the humor of Dilbert” (Fortune 100 - corporate executive)

“Hurry Up and Fail”

A 60 – 90 minute presentation on typical corporate cultures that restrict change and the leadership models necessary to support innovation.

(Innovation Management)
(Transformation Management)

- **“Help Me, I Dare You”** – how many obstacles can you overcome before you give up?
- **“Not on My Watch, Unless it Works”** – only perfect ideas need apply!
- **“I Like Change if it Validates my Position”** – shaping the future to mirror the past
- **“Manage Risks, Learn Fast, Capture Value”** – embracing structured thought diversity



“You Plan, I’ll Bail”

A 60 – 90 minute presentation on the challenges of balancing a plan for the future with the day-to-day challenges of doing business

(Corporate Planning Sessions)

- **“Excuse me, Mr. Lewis, I don’t think we planned for this”** – Risk management and gap analysis fuel success
- **“On man’s failure, is another man’s”** – learning from the current state to succeed in the future
- **“That happens all the time”** – using objective management and risk mitigation to avoid unintended outcomes



“Don’t just DO Lean”

A 90 minute presentation reviewing the top 10 reason why quality programs fail to achieve the intended results

(Change Management / Program Management)

- **“Top down expectations”** – many programs fail to create transparency on the need
- **“Bottom Up Innovation”** – many programs fail to capture value from the front
- **“Lack of meaningful focus”** – conducting process improvement on the irrelevant
- **“Failure to optimize constraints”** – letting ‘perfect’ get in the way of ‘good’
- **“Lack of measures and accountability”** – venturing resources against an desired return



“Engaging and relevant” (Fortune 25 - corporate executive)

“From the classroom to the shop floor” (customer service manager)

Introduction to Operations Management

A short program (1-4 hours) designed to provide new leaders with a basic understanding of operations management

- Introduction to Lean Management Philosophy
- Introduction to line-of-sight metrics
- Introduction to System Inhibitors
- Optional exercises for small groups



Introduction to Performance Management

A short program (1-4 hours) designed to provide new leaders with a basic understanding of performance management

- Production and Quality Philosophy
- Introduction to skills based segmentation
- Understanding Visual Indicators
- Coaching techniques for managing quality



Quality Management - Sponsor Training

A short program (1-4 hours) designed to provide leaders with skills and tools necessary to sponsor operations transformation efforts

- Introduction to Lean Six Sigma
- Objective / Project Management
- Conducting Micro Experiments
- Change Management and Communication



Planning, Execution and Accountability

A short program (1-4 hours) designed to provide leaders with skills and tools necessary to develop integrated planning, manage and monitor progress and conduct concise accountability meetings

- Introduction to the Hoshin Planning Model
- Introduction to the Kaplan / Norton Model
- Objective based accountability
- Active Problem Solving



Quality Management for Senior Leaders

A short program (1-4 hours) designed to provide leaders with skills and tools necessary to initiate, monitor, coach and maintain accountability for enterprise level transformation efforts

- Driving Execution with Hoshin Models
- Objective based Key Performance Indicators
- Gap Based Problem Solving
- Enterprise Innovation Management



“My project team came out charged up with a clear plan” (production manager)

“It was hard to face our challenges, but on the far side our leadership team was connected, committed and better prepared to face the challenges to come” (Fortune 25 – VP of Operations)

“The leverage points gave us a structured model to gage our progress and a common language on our leadership responsibility” (Fortune 100 - corporate executive)

Lean Six Sigma Yellow Belt Certification

Three days of structured training on Lean Six Sigma using a project structure curriculum. Attendees are equipped to complete a Lean Six Sigma project using the DMAIC model

- Project documentation and initiation
- Data collection and analysis techniques
- Solution design and hypothesis testing
- Metrics development and controls



Leadership Leverage Points

This one day program is designed to develop functional leaders to effectively sponsor and sustain transformation efforts.

Pre-event surveys and phone interviews ensure the discussions are relevant to your industry and your challenge.

- Process focused management
- Active Problem Solving
- Quality focused Performance Management
- Partnering for improved value
- Defining a direction and purpose
- Inspiring people to deliver consistent customer value



Leverage Gallery Walk

This one day program is designed to develop leadership consensus on their roles and responsibilities to support consistent customer value

Pre-event surveys and phone interviews ensure the discussions are relevant to your challenge.

- Pre-event interviews
- Organization scoring on message clarity, consistence and effective communication tools
- Consensus on obstacles and mitigation plans
- Consensus on responsibilities and methods of accountability

Move past the typical,
it's time to gain the



**Bellwether
Advantage**

Course	Topic	Pricing Structure
Hurry Up and Fail	Keynote: A look at corporate culture impact on innovation	\$5,000 plus expense per event *
You Plan, I'll Bail	Keynote: A look at the challenges of typical corporate planning efforts	\$5,000 plus expense per event *
Don't just DO lean	Keynote: A look at the challenges of managing a Lean Six Sigma company	\$5,000 plus expense per event *
Introduction to Operations Management	An introductory course for managers and executives	\$300 per student / 10 seat minimum**
Introduction to Performance Management	An introductory course for managers and executives	\$300 per student / 10 seat minimum**
Quality Management – Sponsor Training	An introductory course for leaders sponsoring transformation efforts	\$300 per student / 10 seat minimum**
Quality Management for Senior Leaders	An introductory course for senior leaders sponsoring transformation	\$300 per student / 10 seat minimum**
Planning, Execution and Accountability	An introductory course for improved planning and results accountability	\$300 per student / 10 seat minimum**
Lean Six Sigma Yellow Belt Certification	A 3 day course designed to prepare project teams	\$1,200 per student / 10 seat minimum**
Leadership Leverage Points	A 1 day course designed for leaders sustaining performance efforts	\$5,000 per event***
Leverage Gallery Walk	A 1 day course designed for leaders to develop transformation skills	\$5,000 per event***

Travel, lodging and materials costs are in addition to negotiated fees

- * Keynote events provide 6 hours of availability for multiple presentations or additional workshops.
- ** Introductory course materials (re-prints and books) are in addition to fees (host companies may agree to print materials at their cost).
- *** Leadership Leverage and Gallery sessions include phone interviews and survey preparations prior to the classroom session.