

CarWorks™

Business Simulation for Lean and SixSigma®



a serious Business Simulation by GamingWorks

CarWorks is a successful car manufacturing company. They deliver high quality cars to their customers, the distributors, for years.

For a long time they delivered the cars in just one color with just a little variation.

As Henry Ford once said ‘You can have any colour you like, so long as it is black!’. The customer had the choice for a standard or sport model.

However now that car industry is highly competitive, and consumer demands are changing CarWorks must innovate their products to retain a position in the market. But to stay competitive, they must also streamline the way they produce the cars.

About this simulation

You are working in the factory of CarWorks. You work in one of the following divisions: Planning, Purchasing, Finance, Sales or Production. As you enter the factory on Monday morning the first order has already arrived. You can start your daily production routine. You know what to do, produce the required cars within the agreed time.

The stock is prepared, processes are designed and you are trained to do your work. The work has started and the assembly line is rolling out the first cars.

While you are doing your work the next order is signed and Planning and Production are preparing the next production order. Your customers are waiting for their new cars. Nice colorful, good looking and sportive.

Key Words:

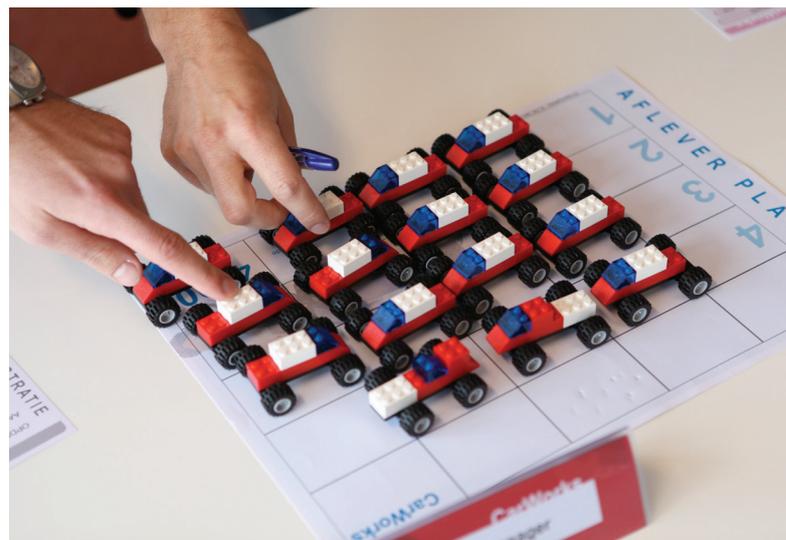
Lean, SixSigma®, Team works

In the first round of the simulation the team will learn how to execute their processes. After this first round there will be a reflection period to analyze the performance, identify possible improvements and make an implementation plan aimed at reducing errors and improving overall performance.

It may be that the factory processes need to be re-engineered or re-designed to ensure the required performance can be achieved. We all expect the second round will be much better.

During the day the challenges are growing, and the customer has increasing demands.

- are we able to deliver the new car types?
- are we able to optimize our processes?
- are we able to increase our quality
- are we able to deliver on time?



“Having the wrong incentives related to the Key Performance Indicators can cause a lot of waste, don’t underestimate this“

CarWorks™

Learning Objectives

- *Learn about the practical application of Lean and Lean SIX Sigma®. What is it and how can we use it?*
- *Learn how to optimize the value chain?*
- *Learn how to work together as a team, optimize collaboration and streamline the value chain.*
- *Learn how to improve the revenue and profit of the company by removing waste*
- *Focus on the requirements of the customer. Create value in the chain.*
- *Learn to setup measurement instruments. Monitor and improve the performance by using the outcomes of the measurements.*
- *Learn how to adjust to changing market demands and improve time to market.*

Aspects of this simulation

This simulation is NOT a Lean or SixSigma® training. It is an interactive workshop in which you can experience in a practical way how you can apply those principles in a day-to-day environment, optimizing your work and improving your performance. During this simulation the following items will be explored:

Customer Focus

The customers have a variety of specific requirements. Sometimes standard, sometimes exclusive. Your challenge is ensure your production chain is capable of delivering the products as required.

Waste and improvement

Where is there wastage in the value chain? Where are we losing time, money? Where are we making unnecessary mistakes?

Measure

If you have the right measures you will be

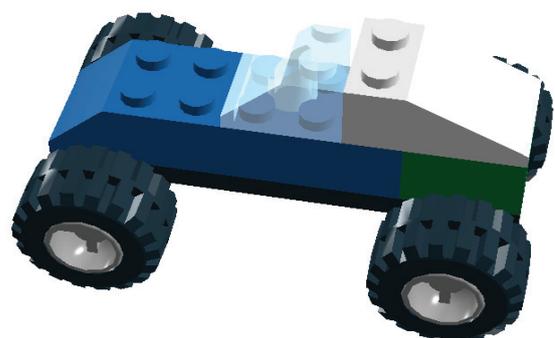
able to pin-point areas of underperformance and identify improvements. In this simulation you will learn how to setup and use effective measurement instruments. Identifying what you need to measure and how to obtain the relevant information.

Finance and risks

Is it a good idea to accept a new customer demand for exclusive cars? What are the costs of producing? What are the risks? You will learn to develop a business case for each opportunity.

Time to Market and following the market.

The market is continually changing. Are we able to deliver new products on time? And still make



“Not every stock is waste, it’s a matter of choice”

an attractive profit? What does this mean for our production process and for our decision making process? and for

Making decisions

In this simulation we created a variety of roles with conflicting interests. How can these roles work together towards a common shared vision and set of goals?

These are some of the challenges facing delegates in this simulation. In this simulation we have created a realistic, dynamic environment. The team will be faced with changing customer demands, the need to work together, to discuss and decide and to execute improvements to the way they work.

Therefore we added the following items to the simulation to test the team’s capabilities:

Events

Realistic events will be entered into the simulation. These events will challenge the team to solve them and still deliver the products as agreed.

Dashboard

After each round in the simulation the facilitator will show the results of the team in the form of a ‘company dashboard’ showing revenue, costs, market share etc. This instrument will be used to make the decisions.

Didactic

The facilitator can easily change the setting of the simulation to create a more realistic environment related to the situation of the customer. The interventions in the simulation and the reflection between simulation rounds will be based on the learning objectives to be achieved or the problem the organization is trying to achieve.

It’s also possible to have multiple teams competing.



“Do you know why a customer wants to do business with you?....”



The Facts

Duration

1 day

Participants

10-12

Keywords:

Customer focus, working in chains, waste, Lean, Processes, Value chain, Voice of the customer. time to market, team, agile.

When to use

This simulation can be used in the following situations:

At the start of a new team, process or performance improvement initiative.

- Creating awareness about the sense of urgency
- Team-building
- Create a common action list and approach to realizing the change

As a assessment tool to explore the current situation in a team or department.

- Where are we now?
- What can we optimize?
- How can we work on this?
- What is the approach?

As learning instrument.

- How to apply what we learned about Lean?
- What are the principles of Lean and Lean SixSigma®?
- Experience how we could use these principles in our teams
- Explore the consequence of using Lean?

More Information