Chapter 2 - Define Your Corporate Philosophy?

The fieldbook provides practical advice to those attempting to learn from “The Toyota Way”

What is Your Company, Business Unit, Department’s or Project Team’s Philosophy?

- What is our Purpose (to be world class, employer of choice or cutting edge in innovation)
- What are our basic and tacit Assumptions
- What do we believe in beyond Profit
- Our philosophy must be aligned with our search for Kaizen

Develop a Sense of Purpose Inside and Out

- What are we trying to accomplish both inside & out (What things do we need to do to gain this sense)
- What are we trying to do for our customers, stakeholder & partners
- What things will we need to do to make a impact
- Mission & Vision need to be one part people & one part about the business
- A sense of Purpose Must include commitments to Lean Systems (Reducing & eliminating waste in Projects)
- Develop a continuous learning community

Creating Your Philosophy

- Document or identify your current situation (Who we really are- low morale, apathy or stuck)
- What is our real culture today & how does it match the new philosophy?
- What are the gaps and what do we need to do to close it.

Living Your Philosophy

- Those who subscribe to the way must live the way
- The responsibility for living the philosophy falls on the shoulders of leadership
- Supervisor must lead by example….consistently
- Leaders must commit to the 4P’s

Making a Social Pact with Employees & Partners

- Commit to something beyond a profit
- Commit to employees
- Commit to internal & external customers
- Commit to cutting edge quality

Maintain continuity of Purpose

- Purpose stays the same even if people change (U.S. Marines)
- Spread lean philosophy beyond your project, unit or department
- Make this our make of the U of M.
- Let’s say that I was a part of that!