



Lean Leadership (TPS) Coaching Program



About Us

Change is hard work, and it takes purposeful laser focused leaders, not managers to sustain those changes.

Known to many as the "Masters of Execution", our 36+ years of coaching & consultation experience has afforded us the opportunity to share our powerful time-tested practices from Toyota. As TPS/Lean Mentors & Coaches, our "thinking people system" incorporates the following:

• **Strategic Direction**: Clear purpose and rationale for optimization changes (strategic leadership and deliverables via Hoshin's or Lean Outcome Trees)

 Talent Development: Leveraging capability and capacity (competency) to lead and sustain the new practices or way of working (people engagement)

• **System Thinking:** Developing an End to End perspective of the value chain and implementing systems not tools, for greater impact and long-term influence (process improvement)

 Outcome Driven: Focus only on the few "wildly important" metrics that impact your business and improve the customer experience (performance management)





The Power of Our Lean Leadership Coaching Program

The four deliverables that impact your business.

Scale your influence with laser focused activities in 4 dimensions,
 90 mins every 2 or 3 weeks

 Customized & proven best practice methods that deliver immediate results to your situation

 Create value & commitment as an enabler in every aspect of business – End-to-End Perspective

 Gain unique access to 35+ years of lean insights, materials and a network of 15,000+ lean advocates







Our Framework For Coaching Success

1-on-1 & Group Coaching Sessions



Our Coaching Focuses on the 2%?

Leader's that are successful at "Driving & Sustaining TPS & Lean Transformations", via Toyota Best Practices, demonstrating these characteristics that our program delivers.

- Humility They are extremely humble and are willing to say, wow I didn't know that...
- People Focused They naturally think people are amazing and they think of others first and foremost...
- **Simplicity** They get excited about the simplest improvements because of people ingenuity...
- Quick to Praise They are always acknowledging & thanking people that create the value for the business...
- Say No to Chaos They don't like nor support bad chaotic environments, meaning there really is no reason for it being that way so they focus on changing it...
- Life Long Learners They have a true desire to constantly learn and then to share that learning with others...

- Lean is Success They believe that lean is the essence of their success through unleashing the talent of their people...
- Bias for Action Urgency drives their every action because they believe in getting things done, NOW...
- Great Listeners They don't just observe, they listen intuitively to both the people and process...
- Will to Do They know lean is simple in concept but they also know its real hard work in implementation and they don't mind doing the hard work...
- Challenging They are relentless at challenging themselves and their people to achieve unimaginable results...



Who We Focus On Coaching

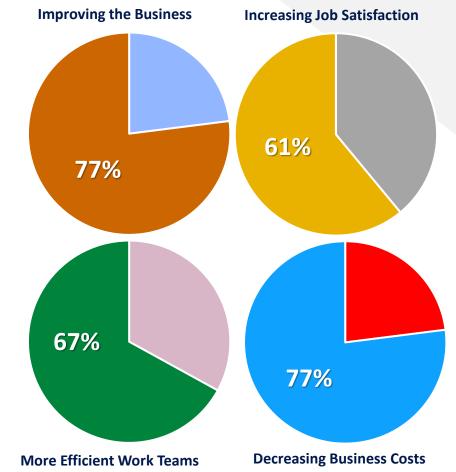
Four Business Positions of Influence to Enable Business to Achieve Extraordinary Results

General Managers or Senior Leaders – Driven by operational excellence & efficiencies...we help these leaders to drive innovation, deliver flexibility & velocity while consistently improving quality and reducing operating costs.

"Internal" Lean Consultants – Hired to drive lean...we help guide other professionals through their optimization journey to achieve unimaginable results!

Entrepreneurs & Small Business Owners – Driven by value creation...we challenge these industry influencers and help them to think, engage their products / services differently to achieve 5X to 10X outcomes.

Professional Consultants – Hired for their application & adoption of lean systems...we go beyond the typical project cycles or specific frame works by helping those professionals that need mentors or time to rekindle their unique influence with passion & purpose.



6



Mindset is the Key

Summarizing Our Coaching Model means driving "Lean Thinking" to deliver the right outcomes daily, which impacts the business monthly.

Lean Thinking



Types of waste

The four types

of activities

16 Losses

Setting the



- Developing Factors
- Review & Define Best Business Metrics
 - Targeting Improvement for each Metric
 - Targeting Key **Processes**
 - **Deciding Needs** & Processes to deliver Results



Understanding the Big Picture

- **Expectations &** Requirements Information
- Flows **Physical Flows**
- Linking all Three Stakeholder Value

Detailed Mapping

- Detailed Value Stream & Chain Mapping
- **Supply Chain**
- Flexibility Funnel Critical To

Involvement of Suppliers & Customers

- Engaging the System
- Using the detailed **Mapping Tools**

Plan Direction & Adjustments gaining Buy-in

- Assessing our project success
- Catch-balling the change program





Our 5 D's Coaching

Our focus is to enable leaders to drive optimization that delivers natural results.





Our Coaching Enables Focus

Leader's that are successful at "Driving & Sustaining Lean Transformations", focus on Four Enablers for business growth & sustainability.



9



10

Purpose & Application of Coaching

Leader's Create Systems & Routines that Drive the Behaviours & the Thinking Way that supports the Culture & Philosophy the Organisation wants to Live.

> "Develop" your people & yourself to lead optimization "Drive" the application of scientific methods in management systems that drive & enable behaviors execution 5 D's Coaching "Deliver" outcomes

Setting a clear "Direction" that people can think & act

"Design" business

People & Cash

Strategy & Execution

Determine **Strategic** Direction

Demonstrate & Model **Behaviors**

Develop People & Capabilities Discover through Scientific **Experiments**

through capable

people & processes

Deliver **Natural** Results

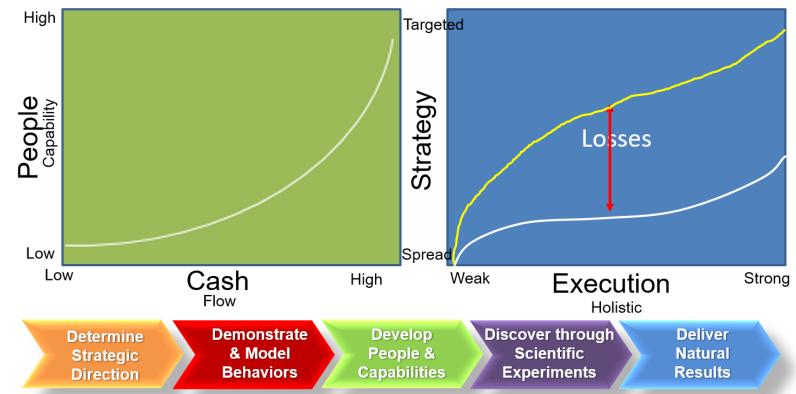
© 2019-2026 Makoto Flow, Ltd.



Valuing Our Coaching Approach

Leader's Create Systems & Routines that Drive the Behaviours & the Thinking Way that supports the Culture & Philosophy the Organisation wants to Live.





© 2019-2026 Makoto Flow, Ltd.



Our Growth Structure

The four major decision areas that every company & leader must get right.



"Design" systems that change mindsets & behaviors

5 D's

Coaching

People

Creating a technically eloquent system with Capable & Competent Talent requires that you have the right people, in the right jobs, doing the right things.

Maximizing talent means to "Develop the Skills & Competencies" that are fundamental to getting people to do the right things.
Maximize \$\$\$\$

Implementing "Key Performance Indicators (KPIs)" that leaders focus upon, communicate and optimize on a daily basis that changes behaviors and delivers natural outcomes.

Alignment with strategic business initiatives that ensures all work, flows across the value chain and "Empowers the People".

Creating a "Talent System" that generates the right skill set for the business.

Assess & Align Rapidly ID Skills for Recovery Foundational & Core Protect the & Mentorship Build a "No **Skill Sets** ELSE! 6 Steps to Reskilling **Critical Strategic Skills** Journey's Test Rapidly **Bias for Action** & Coaching

"Design" strategies to drive sustainable growth

Strategy

Simple strategies that cascade throughout the business driving sustainable growth in revenue and gross margins!

- Through our hands-on engagement practices, our coaching will help focus on creating a "compelling vision" that summarizes the essence of your business, whereby everyone knows the power that they wield to execute daily.
- Strategies are intellectually simple, but their execution is not. We support and guide leaders in developing well crafted and flexible business strategies to help them "Think Strategically". Once that is in place, cascading those actions and initiatives to over come the challenges of the business means driving accountability and commitment throughout the organization via the A3 Hoshin.



5 D's

Coaching

"Design" natural activities that align efforts with outcomes

Execution

The thing that keeps a business ahead of the competition is excellence in execution!

- Coaching is a critical talent when it comes to execution. With our approach to adopting powerful execution habits that are linked to clearly defined "Action Plans of What Matters Most", we ensure your engagement meetings incorporate Who will be doing What by When.
- Making the "Execution Routines" real, means focusing on the incorporation of Big Hairy Audacious Goals (BHAG) within your A3 Strategy Hoshin process.

One Page Execution Plans

5 D's Coaching Cash

"Design" systems that fuel business growth

5 D's Coaching

Keeping cash flow and consistent sources of cash the focus, we deliver oxygen to your business!

- Our coaching focuses on the adoption of best practices & strategies that maximizes the "Seven Financial Levers" to enable leaders in business to improve cash flow and cash conversion rates by driving profitability, working capital management, asset management and cash flow/funding.
- Learn to breakdown and adopt a new Cash Price Conversion Cycle that incorporates an Endto-End Business Model approach driving shorter sales cycles, reducing or eliminating mistakes and changing the overall businesses approach to cash flow (oxygen).



"Design" Coaching customized

to YOUR Purpose

Clarity of Purpose

OPTIONS

The 5 D's Coaching Program uses the GROW Model which is a simple yet powerful framework for structuring our Coaching & Mentoring sessions that maximizes the learning & application for YOUR Purpose!

A Execution

5 D's

Coaching

REALITY

GOAL

Explore the option for moving forward. The more imaginative your question, the more likely the individual or team may have breakthrough insight.

Discuss the current situation and what barriers currently exist between now and achievement of the goal. Ask questions to help the individual or team find their strengths.

Agree specific action and timeframe and set accountability and reporting.

Check in on commitment level and revisit the earlier steps if it's lower than 8 out of 10!

> There are different levels of goals depending on how far in the future you are looking?

Identify the inspirational goal to drive success and keep energy and

motivation high.



5 D's

© 2019-2026 Makoto Flow, Ltd.

"Design" systems that fuel business growth

5 D's Coaching

GROW Model Value

By using this practical coaching model, we can ensure that our clients achieve unimaginable results that are both practical and sustainable.

GOAL REALITY Where are you now? What do you want to achieve? · What is the current situation? · What are you looking to achieve? · What qualities/resources do you · What do we want to get out of this have to help you? meeting? · What are the internal & external What's the bigger picture? obstacles? Which choices will you make? What options do you have? · What will you do now? · How would you tackle this it time · When will you do it? wasn't a factor? · How will I know when you've been · What option appeals to you most successful? right now? · How committed are you on a scale · What else could you do? between 1 and 10? WILL / WAY FORWARD **OPTIONS**

"Design" systems with Mental Models to challenge paradigms

> 5 D's Coaching

GROW Structure

For Executives, Senior Leaders and others determined to have high potential, our engagement strategy is best adopted via a 1:1 kind of approach. However, we do offer Group Coaching sessions for corporate clients of 2-7 participants.



Alignment & Chemistry

- Establish Confidentiality
- Set the Foundation
- Discuss desired outcomes
- Self assessment
- Win-Win Agreement



R

Coaching Reality

- Set the heart-beat every 2-3 weeks - 60-90 mins
- Establish session goals
- Agree to accountability
- Virtual sessions



Between Sessions

- Keep focused on actions, outcomes & reflections
- Stay aligned to purpose
- Consciously "try" to adopt new ways / approacches



Closure & **Evaluation**

W

- Realize achievements
- Create plan forward
- Benchmark assessment & value of the journey









Coaching Payment Terms

Coaching options that support lean development and business growth strategies. (Discounts available for groups of 4 or more linked with package durations)

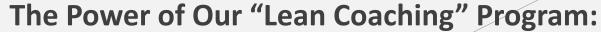
	Full Payment Price Per Person	Monthly Payment Price Per Person	Group Payment Price (4-6 People)	Available Discounts
3 Month Package (Quarter Focused Impact) 2 Meetings Per Month – 60 Mins Each – 6 Total Mtgs	\$2,700.00 USD	\$900.00 USD	\$10,800.00 USD	0%
5 Month Package (Project Focused Impact) 2 Meetings Per Month – 90 Mins Each – 10 Total Mtgs	\$4,125.00 USD	\$825.00 USD	\$16,500.00 USD	10-15%
8 Month Package (Focused Transformation) 2/3 Meetings Per Month – 90 Mins Each – 19 Total Mtgs	\$6,200.00 USD	\$775.00 USD	\$24,800.00 USD	15-20%
12 Month Package (Full Transformation) 2/3 Meetings Per Month – 120 Mins Each – 29 Total Mtgs	\$8,400.00 USD	\$700.00 USD	\$33,600.00 USD	20-35%

[•] Our Payment Methods: Major Credit Cards & Invoicing for Corporate Bank Wire Transactions

© 2019-2026 Makoto Flow, Ltd.

Find out more about the power of our "lean coaching" program designed to enable a more versatile business approach for growth, sustainability and practicality with a 4X or greater Return on Investment standard.







- Scale your influence with laser focused activities in 4 dimensions, 90 mins every other week
- Customized & proven best practice methods that deliver immediate results to your situation
- Create value & commitment as an enabler in every aspect of business End-to-End Perspective
- Gain unique access to 35+ years of lean insights, materials & a network of 15,000+ lean advocates



Don't Hesitate... Reach Out to Us Today and Schedule Your Free 30 Minute Consultation



+81 070 2612 6175

info@makotoflowltd.com

www.makotoflowltd.com

<u>calendly.com/dduarte-1</u>