



**Lean Enterprise Institute**

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IMMEDIATE RELEASE

## **2 Prize-Winning Books from LEI Advance Lean Management Beyond the Shop Floor**

Cambridge, Mass., March 4, 2008 -- Two Lean Enterprise Institute (LEI) books that advance the application of lean management principles beyond the shop floor to strategy and product development have won Shingo Research Prizes.

*Getting the Right Things Done: a leader's guide to planning and execution* by Pascal Dennis and *Lean Product and Process Development* by the late Allen Ward will receive prizes April 3, 2008, at the 20th Annual Shingo Prize Conference and Awards Ceremony in Dallas, TX.

“These books take a unique and practical approach to strategy deployment and new product and process development, two of the most powerful elements in the Toyota Management System. Both have been widely misunderstood and rarely implemented fully,” said Michael Brassard, president of LEI’s Lean Learning Materials value stream. “This prestigious award recognizes the positive impact of both books on companies that are serious about their own long-term lean transformations.”

### **[Getting the Right Things Done](#)**

<http://www.lean.org/Bookstore/ProductDetails.cfm?SelectedProductID=156>

*Getting the Right Things Done* is unique in several ways. First, unlike earlier books on strategy deployment, it does not focus primarily on tools. *Getting the Right Things Done* covers the tools but also describes in detail the underlying -- and overlooked -- mental model and management system to use them successfully. Secondly, it primarily focuses on the hard work of achieving/deploying key strategies, rather than on a complex process for selecting the “perfect” objective. This hybrid book combines a business novel story line with the step-by-step approach found in a practical workbook.

*Getting the Right Things Done: a leader's guide to planning and execution*

Softcover, 232 pages

ISBN: 0-9763152-6-2

Price: \$40.00

### **[Lean Product and Process Development](#)**

<http://www.lean.org/Bookstore/ProductDetails.cfm?SelectedProductID=159>

Despite attempts to apply lean product development techniques, companies still struggle with design quality problems, long lead times, and high development costs. *Lean Product and Process Development* explains how and why development success means going beyond techniques,

conventional concurrent engineering methods, standardized engineering work, or heavyweight project managers. Its core thesis is that the very aim of the product development process is to create profitable operational value streams, and that creating useable knowledge is the key to doing so. Not only does it describe the technical tools needed, the book also explains the management system, management behaviors, and mental models required.

*Lean Product and Process Development*

Softcover: 208 pages

ISBN: 978-1934109137

Price: \$40.00

Both books are available at the LEI web site at <http://www.lean.org> , click Store or call 617 871-2900.

**Editors/Producers**

For review copies of *Getting the Right Things Done* or *Lean Product and Process Development*, contact Chet Marchwinski at LEI: [cmarchwinski@lean.org](mailto:cmarchwinski@lean.org) or 617 871-2930. For background about lean management, visit the LEI web site at: <http://www.lean.org>.

**About the Lean Enterprise Institute (LEI)**

Based in Cambridge, MA, the Lean Enterprise Institute is a 501(c)(3) nonprofit education, publication, conferencing, and research center founded in 1997 by management expert [James P. Womack](#), Ph.D. , (<http://www.lean.org/WhoWeAre/LeanPerson.cfm?LeanPersonId=1>) to give people simple but powerful tools that enable them to apply a set of ideas known as lean production and lean thinking, based on the Toyota Production System. LEI helps organizations transform themselves into lean enterprises and helps managers develop the leadership behaviors that sustain lean enterprises. For more information visit LEI at <http://www.lean.org>.

**About the Shingo Prize**

The Shingo Research Prize recognizes research and writing on new knowledge and understanding of lean production and lean manufacturing. The Shingo Prize program has been administered by the School of Business at Utah State University since 1988. For more information visit: <http://www.shingoprize.org>