

## FOREWORD

There is plenty of room for innovation in every walk of life, such as inventing a hydrogen fuel-cell car that emits only water vapor and zero emissions. Or developing a robot with enough finger dexterity to play the trumpet and, more importantly, perform basic tasks for the elderly and disabled.

At Toyota, we're proud of these technological advances and so many others our global company has created since 1937. But, for every innovative idea, we knew we could not do it alone. So we partner with like-minded innovators such as SBP. This nonprofit possesses the heart, dedication, and can-do spirit to rebuild homes for the most desperate Americans after a disaster. But SBP wanted to do more and improve its processes to help more families and make rebuilding go *faster*.

SBP and Toyota understand that the importance of communities recovering quickly can have a profound impact on people. Toyota has been a part of the cultural fabric in the United States and North America for more than 60 years; it was a natural fit for us to help support the great work of SBP.



Initially, SBP asked for monetary donations. While our support includes money, we also provide a fleet of Toyota trucks, our team members give their time to volunteer, and we connect SBP to other business partners.

But perhaps the most meaningful contribution from Toyota was to share something that SBP and hundreds of other nonprofits now consider to be just as valuable as money—the Toyota Production System (TPS), which helps deliver the best quality, lowest cost, and shortest lead time through the elimination of waste.

In these pages, you will read about and be inspired by the spirit of a defense lawyer and a school teacher who left their careers to rebuild homes for the most desperate survivors of Hurricane Katrina in New Orleans. What Liz McCartney and Zack Rosenberg quickly discovered about this work is that the duration of time between disaster and recovery inflicts an immense toll on people. They were determined to do better, and Toyota wanted to help.

By sharing the Toyota Production System with SBP, we helped reduce home-rebuilding time by about 50%. SBP applied what it has learned about process improvement and increased the capabilities of its entire organization. Toyota is pleased that SBP is now sharing its TPS knowledge with others to help rebuild homes and lives following disasters throughout the US and its territories.

As root cause problem-solvers steeped in the Toyota Production System, SBP is also working hard to mitigate the impact of a disaster *before* it even hits, by training people to be properly prepared for storms that can happen. At Toyota, this spirit of continuous improvement is what we call innovation.

We hope you enjoy this firsthand account of the SBP journey.

Jim Lentz, CEO  
Toyota Motor North America, Inc.