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IMMEDIATE RELEASE

***Managing to Learn, Book on A3 Management, “Superb,” Sloan Management Review***

Cambridge, Mass., July 14, 2009 -- A story in the summer 2009 issue of MIT’s *Sloan Management Review* described *Managing to Learn: Using the A3 Management Process to Solve Problems, Gain Agreement, Mentor, and Lead* by John Shook as “superb.”

In his story “Problem Solving By Design” Editor-in-Chief Michael S. Hopkins wrote, “Shook knows all this because he ended up spending 10 years inside Toyota — he was the first American to become a manager at the company — and because, as he now writes in his superb book *Managing to Learn* (Lean Enterprise Institute): ‘I have been learning about the A3 process for 25 years, from the very beginning of my experience in Toyota City.’”

Later, Hopkins noted, “The A3’s potency as a management mechanism is one reason that it, and Shook’s book, deserve greater attention.”

The A3 Report is a Toyota-pioneered practice of getting a problem, analysis, corrective actions, and action plan on a sheet of large (A3) paper, often with graphics. A3 paper is the international term for a large sheet of paper, roughly equivalent to the 11-by-17-inch U.S. sheet.

*Managing to Learn*, published in October 2008 by the nonprofit Lean Enterprise Institute, reveals how the A3 process uses the scientific method of plan-do-check-act to help managers and executives identify, frame, and act on problems.

Read: “Problem Solving by Design”

<http://sloanreview.mit.edu/the-magazine/articles/2009/summer/50401/problem-solving-by-design/>

In a separate article, “Toyota’s Secret: The A3 Report” Shook described development of an A3:

<http://sloanreview.mit.edu/the-magazine/articles/2009/summer/50408/toyota%e2%80%99s-secret-the-a3-report/>

***Managing to Learn***

<http://www.lean.org/Bookstore/ProductDetails.cfm?SelectedProductID=246>

Softcover: 138 pages  
Price: \$50.00 (20% discount for 10+)

### **About John Shook**

<http://www.lean.org/WhoWeAre/LeanPerson.cfm?LeanPersonId=4>

### **What is Lean?**

<http://www.lean.org/WhatsLean/>

### **Lean Enterprise Institute**

The Lean Enterprise Institute (LEI) was founded in 1997 by management expert James P. Womack, Ph.D. as a nonprofit research, education, publishing, and conferencing company with a mission to advance lean thinking around the world. We teach courses, hold management seminars, write and publish books and workbooks, and organize public and private conferences. We use the surplus revenues from these activities to conduct research projects and to support other lean initiatives such as the Lean Education Academic Network ([www.teachinglean.org](http://www.teachinglean.org)) the Lean Global Network ([www.leanglobal.org](http://www.leanglobal.org)), and the Healthcare Value Leaders Network™ (<http://healthcarevalueleaders.org/>). For more information visit LEI at <http://www.lean.org>. Lean Enterprise Institute and the leaper image are registered trademarks of Lean Enterprise Institute, Inc.