



# **Powering the Lean Enterprise: How to Streamline Operations, Improve Quality, and Gain Customer Loyalty**

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The goal of Lean is to identify and eliminate nonessential and non-value-adding steps in business processes to streamline operations, improve quality, and gain customer loyalty. Implementation of Lean technologies for many prestigious Fortune 500 companies as well as smaller companies has netted larger profit margins, higher-quality products and services, improved employee engagement, increased customer satisfaction, and lower operating costs.

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## About the Author

**Bill Artzberger**, PMP, LSSBB, is the managing partner at the Lean Learning Center. He specializes in Lean Manufacturing, Innovation, Lean Health Care, Leadership, and Project Management.

He has over thirty-five years of experience in real-world senior management, including CIO, VP, President, and CEO. He has worked with thousands of individuals from the boardroom to the shop floor, in virtually all sectors of industry. Bill holds two patents and brings extensive project management, lean manufacturing, and information technology experience to The Lean Learning Center. He has been published dozens of times and is a co-author of the top-selling Lean book *Driving Operational Excellence* and the author of *Powering the Lean Enterprise*. He is also an associate professor at Oakland University and a member of the OU Pawley Center advisory board.