Experience you can Lean on
EXCELLENCE

The HONSHA seminar revolutionized my thinking and approach to process improvement.

Sarah Merkey / JP Morgan Chase
The Lean standard

WHAT SETS US APART

HONSHA is an alumni association of former and current Toyota Motors engineers and managers.

Our associates accumulate many years of experience as hands on leaders inside Toyota’s industrial, engineering, logistics and administrative areas. Most associates with HONSHA have undergone intensive multi-year training and development in Toyota City, receiving their TPS formation directly from Toyota senseis.

HONSHA also has a pool of senseis to help organizations improve their operation performance through training, coaching and consulting. Our senseis apply TPS/Lean techniques in organizations that aim to reach “value excellence”. We use Kaizen to get sustainable improvements in productivity, cost, quality and delivery.

Over the years, HONSHA has helped companies grow and become more competitive – by eliminating waste, empowering workers and moving them closer to the market and their customers. Through our global network system with top TPS/Lean practitioners, our associates are constantly updated on the latest events, experiences and knowledge. This enables us to equip our clients with optimal skills and unique strategies for them to evolve into more competitive enterprises. Our alliances with world class firms like Honda Consulting, also allows us to bring you the latest improvements in Lean such as connectivity to SAP’s Lean Module.

Our associates have been recognized as the knowledge source in the industry speaking at conventions and summits worldwide. Many have published award winning books and written workshops for institutions such as Lean Enterprise Institute (US, Brazil, China Mexico, and France), Shingo Prize Award, Productivity Inc. and APICS.
The Lean foundation

HISTORY OF LEAN

Many of the key principles were pioneered by Henry Ford, who was the first person to integrate an entire production system, under what he termed ‘flow production.’ Following World War II, the Toyota Motor Company adapted Ford’s principles as a means of compensating for its challenge of limited human, financial, and material resources. The Toyota Production System (or TPS), which evolved from this need, was one of the first managerial systems using what is now known as “Lean Principles”.

Although TPS began in 1950, it was not until the 1973 oil crisis that other Japanese firms began to take notice, and since this time the system has been studied, copied, and implemented across many industries.

Womack, Jones and Roos (1990) coined the phrase “Lean Manufacturing” to describe TPS when they printed the results of a five-year study into the automotive industry in the book The Machine That Changed The World. This gives a pretty good insight into the history of Lean Manufacturing.

ADOPTING LEAN

As recent as in the last decade Lean Principles were being introduced in America in the automotive industry. This was the first reactionary sign that the Big Three auto companies in the US gave the world that they needed to change. Competition from Toyota proved it was possible to make cars in half the time and with a small fraction of the inventory amid demands of low volume and high variety.

Today, companies around the world, ranging from manufacturing to healthcare to education to food processing are starting to take action. Competition is not the only trigger for reaction anymore.

Globalization, preventive strategies and forward vision are driving an increasing number of organizations to adopt the Lean philosophy. In the competitive race, Lean becomes a matter of survival.
HONSHA’s presentations are clear and straight to the point...They never leave out the core concepts that make the foundation of the TPS/Lean.

Roberto Kiyoshi Adaniya / TOYOTA TSUSHO CORPORATION

“The Toyota Production System has been built on the practice and evolution of the PDCA scientific approach.” – Taichi Ohno
Our Lean approach

WHAT IS LEAN

For years the manufacturing industry has been attempting to understand what Lean is. Superficially, Lean can be misinterpreted as a tool box for management. This causes implementers to pick and choose different tools to solve specific issues when they need.

Lean is much more like a house being constantly built. We cannot build the pillars without a strong foundation. We cannot start the roof before the pillars have been finished. The most important, a house cannot be well built if the people working on it are not engaged and committed to excellence. Finally, a house can only stand strong through time if it is being continually improved upon.

Lean focuses on improving business value, as defined by customer needs. All efforts are focused on increasing business value through elimination of non-value added activities. Massive cost reduction and improved lead time are just a natural consequence.

OUR PHILOSOPHY

• If the learner hasn’t learned, the teacher hasn’t taught. Coach the company so it becomes self-sufficient.
• Lean is not a tool kit. It is a house and needs to be built from the foundation up.
• Kaizen is the culture, never an event.
• Practice doesn’t make it perfect. Only perfect practice does.

“The greatest danger for most of us is not that we aim too high and we miss the mark. But that we aim too low and we hit it.” - Michaelangelo
HONSHA’s explanation is proof of Lean’s simplicity and effectiveness.

Carlos Roberto Lopes / BOSCH
Our Lean services

“... the most illuminating workshop that I have ever experienced. I went into the workshop laden with questions, and came out armed with the practical knowledge and tools. Now I know what I need to do and how to do it.”

Jed Campbell / USSYNTHETIC CORP.

LEAN ASSESSMENT

A focused evaluation of the organization analyzes the 21 dimensions of Lean readiness. Operational and technical levels are assessed in parallel to managerial and leadership levels. The outcome report presents the opportunities for alignment and their priorities which allows organizations to save time and efforts in their early steps into the Lean journey.

EXECUTIVE LEVEL
Top Management
Operators/Work Teams
Supervisors

COACHING FOR IMPLEMENTATION

A dedicated sensei provides guidance and mentorship along the Lean implementation. The learning and the development of the people involved is emphasized by the Socratic methodology. Coaching adds the elements of discipline and compliance to standards as deadlines and project management are closely followed by the mentor.
HONSHA brings tremendous experience to our team as we start up our Lean Institute in Guadalajara.

Braulio LaVeaga
President / LEI MEXICO

TRAINEER AND AGENT CERTIFICATION

The certification program prepares the agent with a superior ability to multiply the Lean concepts and provide coaching throughout his or her organization. Lean agents are developed to master the knowledge in depth while applying the techniques in their operating environment (Gemba).

TRAINING AND WORKSHOPS

The workshops raise awareness and compliance bringing associates to embrace the new way of Lean thinking. The practical and simulated sessions ensure that the associates immediately apply their acquired knowledge into their work activities.

The trainees learn how to build a structured foundation for Lean rather than just how to use the techniques as random "tools".

...powerful and rare combination of didactic knowledge and experience brought in the best feedback evaluations from our events in Brazil.

Professor Jose Ferro
President / LEI BRAZIL
Our Lean clients

LEAN SUCCESS

If your organization has customers, deals with delivery, cost or quality issues, then Lean implementation should be a serious consideration. As an increasing number of companies are adopting Lean Principles it is wise to be the leader in this race. Lean will ensure your company a solid advantage over the competition.

“It is not necessary to change. Survival is not mandatory.” - W. Edwards Deming
Managers, who have spent just 4 hours with the sensei, have eliminated twice the waste compared to their counterparts over a two month period.

Dion Atchison / J&J HOMES OF ORLANDO - INLAND HOMES