

EXCLUSIVE WORKSHOP

Managing on Purpose with *Hoshin Kanri*

Aligning Strategy and Execution Across
Your Organization

Stop firefighting - start aligning your strategy. Join an intensive, hands-on workshop that transforms how you deploy your strategy, using the same system Toyota uses to align global operations.



Mark Reich
LEAN ENTERPRISE INSTITUTE

*Senior Coach and Chief
Engineer, Strategy*

23 years at Toyota. Managed North American Hoshin Kanri process during explosive growth. Author of "Managing on Purpose".

SPECIAL OPPORTUNITY:

Mark Reich is travelling exclusively to Poland for this single workshop - a unique chance to learn directly from one of the world's foremost Hoshin Kanri experts.

DATE

October 14, 2026

LOCATION

Q Hotel Plus Wrocław

FORMAT

Hands-on Simulation

The Strategy Execution Challenge

Many leaders face difficulty not in creating a strategy, but in seeing it through. When strategy is unclear, teams move in different directions and initiatives lose impact. If you recognize even one of these symptoms, it may be a sign that your strategy needs stronger alignment and focus.

- 01 Too many strategic priorities**
Everything seems important, so teams work on dozens of initiatives instead of focusing on what matters most.
- 02 Strategy disconnected from daily work**
People know the strategy exists, but they don't see how their work contributes to it.
- 03 Departments pulling in different directions**
Each function optimizes its own goals instead of working toward shared objectives.
- 04 Initiatives without measurable impact**
Projects start with enthusiasm but lose momentum and rarely deliver the expected results.
- 05 Lack of ownership for strategic goals**
Objectives are defined at the top but do not translate into responsibility at lower levels.
- 06 Strategy reviewed once a year**
Plans are created annually but not regularly reviewed, adjusted, and improved.

The Hoshin Kanri Solution

Learn how leading organizations align long-term vision with annual priorities and daily work. This hands-on workshop guide you through the complete process using structured simulation.

- Define clear breakthrough objectives
- Align leaders, departments and teams
- Use catchball dialogue for ownership
- Manage through PDCA cycles
- Connect vision with daily management
- Translate goals to measurable actions

What You Will Gain?

1

Develop objectives

Practice the complete hoshin process through real simulation, not just theory.

2

Align the organization

Learn to cascade from corporate level to departmental actions with clear targets.

3

Ensure results

Incorporate PDCA for sustainment and ongoing organizational learning.

Workshop Agenda

MODULE **Toyota Case Study & Hoshin Basics**

01

How Toyota used Hoshin Kanri to manage global growth challenges in the 2000s, bringing the organization together during explosive expansion.

MODULE **TimeCraft Simulation - SWOT Analysis**

02

Immersive case study where participants experience the process, review organizational challenges and conduct strategic analysis.

MODULE **Corporate Hoshin Development**

03

Develop hoshin content in departments - activities, targets, responsibilities. Discussion of why strategy execution fails.

MODULE **Horizontal Catchball & Alignment**

04

Structured exercise building vertical and horizontal alignment across the organization. Wrap-up and Q&A.

"Hoshin Kanri is about developing people. It is about being able to empower an organization to make real-time decisions on a daily basis."

— Marcia Brey, VP Logistics, GE Appliances

What's Included in Your Registration

- ✓ 1 day of intensive learning & practical exercises
- ✓ Expert facilitation by Mark Reich
- ✓ Peer networking with industry leaders
- ✓ Full-day catering (lunch, coffee, refreshments)
- ✓ Interactive simulation-based case study
- ✓ Strategy deployment toolkit & frameworks
- ✓ Lean Global Network certificate
- ✓ Workshop materials for implementation

Who Should Attend?

This workshop is designed for leaders and professionals who want to improve how their organizations translate strategy into results, including:

Senior Leaders & Executives	Lean Leaders	Operational & Functional Managers
Continuous Improvement Professionals	Strategy & Transformation Leaders	Change Leaders




The workshop is valuable for organizations that want to:

- strengthen strategic alignment,
- improve cross-functional collaboration,
- and connect improvement efforts with long-term direction.

*Ready to Transform
Your Strategy Execution?*

REGISTER NOW

Limited seats available

-  October 14, 2026 | Q Hotel Plus Wrocław Bielany
-  Certificate from Lean Enterprise Institute Polska and LGN
-  Format: Instruction + Coaching + Peer Learning + Simulation

BOOK YOUR PLACE