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Subject: Join ASQMV & Author Alan Robinson: The Idea Driven Organization Workshop, Thursday, June 5th

Date: Fri, May 30, 2014 8:31 am



**Merrimack Valley
Section**
The Global Voice of Quality™

ASQ Merrimack Valley Section Thursday, June 5, 2014 Workshop

The Idea Driven Organization *Unlocking the Power in Bottom-up Ideas*

Speaker: Dr. Alan G. Robinson

Alan describes key principles involved in creating an idea-driven organization, the benefits you can expect, and how to avoid the pitfalls many of your predecessors have encountered along the way.

In 2005, Alan Robinson and Dean Schroeder published the bestseller *Ideas Are Free*, which described how the best idea systems in the world work, and the extraordinary advantages these systems provide. This vision attracted numerous leaders and managers around the world. Some ran with it and were quite successful. But others struggled. Alan and Dean began to get a lot of calls for help.

As they worked alongside managers and leaders implementing high-performance idea systems, they learned two important lessons. First, while getting the mechanics of an idea process right is certainly important, to get good results from it often requires significant changes in the way an organization is led, structured, and managed. Second, it is one thing to understand how idea-driven organizations work, but quite another to know how to create one. These realizations are what them to write their new book *The Idea-Driven Organization*.

Their latest research has documented that some eighty percent of an organization's potential for improvement lies in front-line ideas. This fact means that organizations which are not set up to listen to and act on front-line ideas are using at best only a fifth of their improvement engines. Much of their innovation potential is tied up in the same way. While idea-driven organizations are directed from the top, they are driven by large numbers of ideas from the bottom.

When managers gain the ability to implement twenty, fifty, or even a hundred ideas per person per year, everything changes.

Speaker Biography

Dr. Alan G. Robinson specializes in managing creativity, ideas and innovation, and lean production and is the co-author of eight books, which have been translated into more than twenty five languages.

According to the Society of Manufacturing Engineers (SME), *Modern Approaches to Manufacturing Improvement* - his 1991 book with Shigeo Shingo, one of the developers of the Toyota Production System - "remains a must-read for anyone interested in lean".

His latest book, *The Idea-Driven Organization: Unlocking the Power in Bottom-up Ideas*, came out April 1, 2014. According to Marshall Goldsmith, author of the New York Times bestsellers *MOJO* and *What Got You Here Won't Get You There*, "The Idea-Driven Organization is so reasonable that the magnitude of its change message is easy to miss. The richness of the examples from all over the world make it fun to read and the authors convincingly demonstrate the power of incorporating front-line thinking into your organization."

Robinson has advised more than two hundred and fifty organizations in twenty countries on how to improve their performance. He has served on the Board of Examiners of the United States' Malcolm Baldrige National Quality Award and on the Board of Examiners for the Shingo Prizes for Excellence in Manufacturing.

Dr. Robinson is a professor at the Isenberg School of Management at the University of Massachusetts. He received his Ph.D. in applied mathematics from the Johns Hopkins University, and a B.A./M.A. in mathematics from the University of Cambridge.

He has also taught at St. Petersburg Technical University in Russia, the Athens Laboratory of Business Administration in Greece (affiliated with INSEAD), the Jagiellonian University in Poland, the University of Porto in Portugal, the Hanoi Business School, and Tianjin University in China.

Schedule

5:30 - 6:00 Registration

6:00 - 7:00 Dinner

7:00 - 8:00 Keynote Speaker

Meeting Location

Radisson Chelmsford
10 Independence Dr.
Chelmsford, MA 01824

Note: Meeting will be held upstairs in the Merrimack Room

Buffet Menu

Fresh rolls and butter
Soup du Jour
Mixed greens salad
Garlic whipped potatoes
Green beans and carrots
Harvest Chicken
Roast sirloin of beef with demi mushroom sauce
Chef's selection of Desserts
Coffee service

REGISTER HERE!

Cost: \$25

Thank you for your time, interest and participation in ASQMV. We always value your input, please [send us an email!](#) with any inquiries.

Sincerely,
ASQ Merrimack Valley Leadership Team

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