



*The Courier Simulation is a one-day interactive simulation that comes as close as you can get to a real life Process Transformation experience. It's fun, hands-on, fast-paced, and is consistently rated by participants as one of their most valuable training experiences. Developed first for General Electric, the simulation has been enthusiastically received by the world's largest corporations.*

*The Courier Simulation creates the kind of memorable, shared experience that is essential to successful change efforts. It demonstrates how the principles of Lean Six Sigma and Process Transformation apply to any process.*

## **Rath & Strong's** **Courier Simulation<sup>SM</sup>** **Breakthrough Process Transformation Thinking**

**T**he Courier Simulation is a one-day, interactive simulation and workshop designed to achieve breakthrough thinking with everyone who is critical to process improvement — from senior executives to salespeople, from support staff to the service professionals who deal directly with customers. During the program, team members directly apply the principles of Process Excellence. They experience what customer focus means in a real life setting, and the pay-offs that come when you really pay attention to customer needs. They see how to change a process, apply the tools of quality, and get breakthrough improvement.

### **The Courier Simulation — Accelerates Learning**

When Rath & Strong works with teams on Transformation and Lean Six Sigma, the first challenge is to get people to believe they can achieve breakthrough improvements, such as reducing a 30-day loan cycle to just 2 days. Teams who experience the Courier Simulation prove for themselves that it can be done.

At the start of the day, participants learn that Move It! is a courier company faced with the pressures of competition. Since we've all been customers of courier companies, we know how a courier company works and the demands we place on them. The processes are easy to understand and diagram.

### **The Courier Simulation — Provides Hands-on Training**

The simulation consists of three 10- to 20-minute rounds that represent three production days at Move It! Before each round, structured problem-solving techniques are introduced. Between the rounds, participants apply the techniques. Just as in real life, some solutions work and some don't. The importance of thorough analysis proves itself again and again.

By the end of Round Three, teams realize amazing improvements in cycle time, usually with zero defects. The excitement is high because the teams have made quantum leaps.

### **The Courier Simulation — Learn by Doing**

The Courier Simulation, and our overall approach to training, is based on over 70 years experience in the workplace. Our experience shows that people learn best by directly and immediately applying what they have learned. With the Courier Simulation, they learn and internalize with significantly less time and effort. The Courier Simulation is truly a breakthrough experience.

*For more information about licensing and Rath & Strong's Courier Simulation, please contact us at +1 781-861-1700 or via email at [info@rathstrong.com](mailto:info@rathstrong.com).*

**[www.rathstrong.com](http://www.rathstrong.com)**



**RATH & STRONG**  
Management Consultants  
*Founded in 1935*



***“Very enlightening! I can now see how process improvement affects customer expectations and value added.***

***This will really affect our bottom line.”***

*Since 1935, Rath & Strong has helped implement and has led Operational Excellence efforts in a wide variety of businesses and industries — from service/transactional areas to manufacturing — including financial services, pharmaceutical, consumer products, medical diagnostics, telecommunications, and automotive components manufacturing.*

### **The Courier Simulation — Successfully Used by**

Alstom  
Aon Corporation  
Bombardier  
Capital One  
Johnson & Johnson  
GE Capital  
JPMorgan Chase  
Matsushita  
Merck  
Owens Corning  
Verizon  
Walgreens

### **The Courier Simulation — Achieves Successful Outcomes**

By the end of the Courier Simulation experience, participants:

- understand the language of Process Transformation, Lean or Lean Six Sigma
- get a working knowledge of the tools of Operational Excellence, Lean or Lean Six Sigma
- see how to eliminate non-value-added process activities
- experience how to overcome barriers between managers and employees
- discover how imprecise, ambiguous information can stall process improvement
- learn how to analyze data and identify areas of improvement
- realize the dramatic improvements that come with paying attention to customers and measuring and analyzing core processes

### **The Courier Simulation — Also Available for Licensing**

The Courier Simulation is typically a part of Business Transformation, Lean or Lean Six Sigma, or an Agile effort and may be licensed to your company for on-going training.

For a mini-demo of the Courier Simulation training in progress visit our website at [www.rathstrong.com](http://www.rathstrong.com)

### **The Courier Simulation — Experience the Excitement that Fortune 100 Companies Are Raving about!**

Just select the new Courier Simulation that fits your process improvement situation. Bring in Rath & Strong and the Courier Simulation to kick off your rollout, add power to your initiatives, and energize your teams.

#### **Courier Simulation LEAN**

Experience Courier using Lean tools specifically focused to increase speed and reduce waste, understand takt time, 5S, kanban, kaizen and other tools.

#### **Courier Simulation LEAN SIX SIGMA**

Experience the integrated Lean Six Sigma toolkit structured under the DMAIC framework; for companies that want one approach to problem solving.