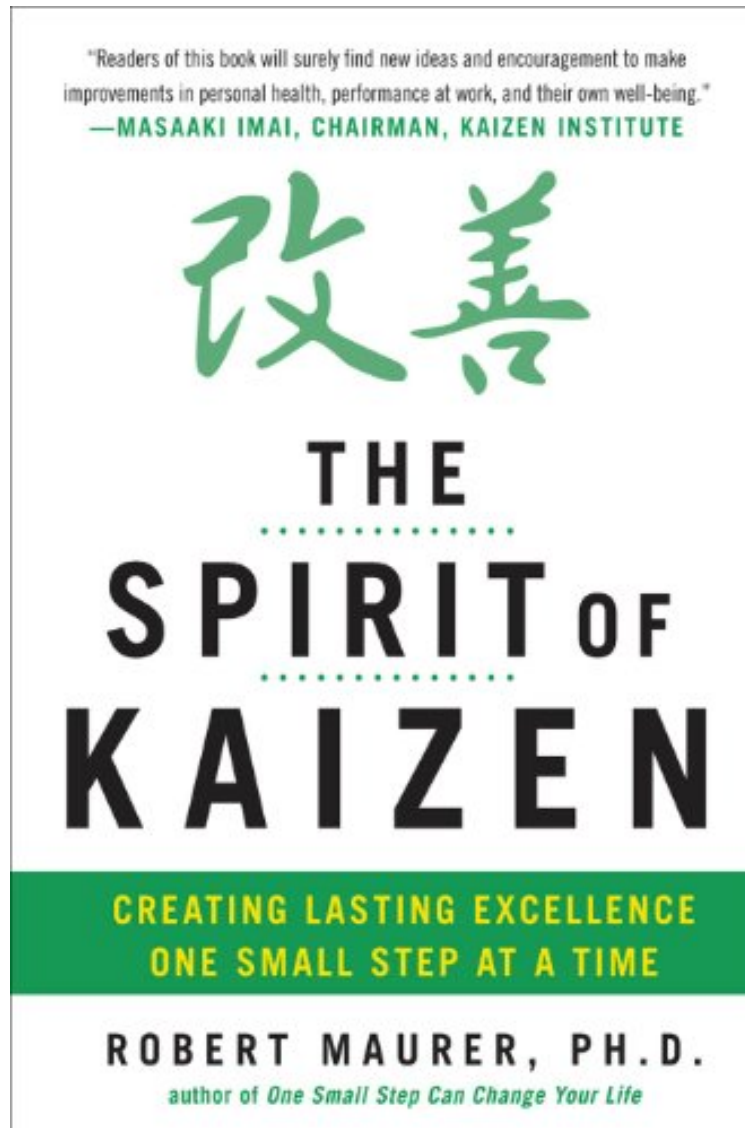


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The Spirit of Kaizen: Creating Lasting Excellence One Small Step at a Time: Creating Lasting Excellence One Small Step at a Time (EBOOK) (Business Books)

Robert Maurer

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Robert Maurer : The Spirit of Kaizen: Creating Lasting Excellence One Small Step at a Time: Creating Lasting Excellence One Small Step at a Time (EBOOK) (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Spirit of Kaizen: Creating Lasting Excellence One Small Step at a Time: Creating Lasting Excellence One Small Step at a Time (EBOOK) (Business Books):

5 of 5 people found the following review helpful. A reasonable approach to continuous improvement without enforcement of direct innovation By Seth H. Robert Maurer breaks down the Kaizen way providing clear examples and a straight forward process for implementation should you choose to do so in your life. Several of the examples seem to be a little too convenient (my 1 star reduction), but based on the reading I've implemented several concepts within our workgroup (less than 25 individuals, not sure how this could scale to greater than Dunbar's number, but that's a different topic) and moral has visibly improved. The take away is simple, as a manager engage the individuals on your team and ask them to provide feedback for how to improve the "X" (with X being workplace, process, customer service, e.g. anything associated with their job) with the understanding that it's asking them for the most straight forward and inexpensive way to do so. Implement their reasonable suggestions and continue to ask them on how to improve the situation, creating a continuous improvement environment, where small helpful item get brought to your attention without you having to ask.

3 of 3 people found the following review helpful. The secret of how to make changes By Esteban If you are looking to make a change buy this book on how small changes add up. "The secret of getting ahead is getting started. The secret to getting started is breaking your complex, overwhelming task in to small, manageable tasks and then starting on the first one". - Mark Twain.

7 of 7 people found the following review helpful. Outstanding -Real world approach to implementing permanent change!! By Ennoventor I stumbled on "The spirit of Kaizen" when surfing the audio channel during a long distance Trans-Atlantic flight and could not stop listening. I downloaded the book to my iPad and have bought 10 copies for all my managers. Robert Maurer adopts a real-world, common sense approach to implementing a quality program without the bells and whistles. The contrasts between the Japanese and American psyches helps the reader bring it home when considering change initiatives particularly in the noisy, competitive and distracted business environments in which we find ourselves today. You should read it together with Chip and Dan Heath's book, "Switch". Great read.

Discover the power of KAIZEN to make lasting and powerful change in your organization. Maurer uses his knowledge of the brain and human psychology to show what I have promoted for the past three decades—that continuous improvement is built on the foundation of people courageously using their creativity. Kaizen is much more than a world-class management practice; it is a technique to remove fear from our minds, enabling us to take small steps to better things. The process of change starts with awareness and desire in our minds and then leads to action and change in the physical world. Readers of this book will surely find new ideas and encouragement to make improvements in personal health, performance at work, and their own well-being.

Masaaki Imai, Chariman, Kaizen Institute KAIZEN: The Small-Step Step Solution for You and Your Company Today's businesses love the idea of revolutionary, immediate change. But major "disruptive" efforts often fail because radical change sets off alarms in our brains and shuts down our power to think clearly and creatively. There is, however, a more effective path to change. Change that is lasting and powerful. Change that begins with one small step . . .

The Spirit of Kaizen—a proven system for implementing small, incremental steps that can have a big impact in reaching your goals. This step-by-step guide from renowned psychologist and consultant Dr. Robert Maurer shows you how to:

- Lower costs—by offering little rewards
- Raise quality—by reducing mistakes
- Manage difficult people—one step at a time
- Boost morale and productivity— in five minutes a day
- Implement big ideas—through small but steady actions
- Sell more—in less time

Filled with practical tips and ready-to-use tools for managers, innovators, and entrepreneurs, The Spirit of Kaizen is the essential handbook for a changing world. You'll learn how to think outside the suggestion box, remove mental blindfolds, manage stress with one-minute exercises, and handle rising health-care costs. You'll discover the "small step" secrets for dealing with all kinds of people, from tough bosses and listless workers to stubborn clients and fussy customers. These simple but powerful techniques can be applied to almost any workplace situation, especially when you're trying to navigate the stormy waters of radical change, high-pressure deadlines, and cutthroat competition. These are the same methods of small, continual improvement that have been tested by the largest companies, such as Boeing, Toyota, and the U.S. Navy—methods that will work for you, too. No matter how big the obstacle or how big the dream, The Spirit of Kaizen has a small-step solution to help you succeed.

About the Author Robert Maurer, Ph.D., is on the faculty of the UCLA and University of Washington Schools of Medicine. He is also the Director of Science of Excellence, a consulting firm that translates evidence-based psychology into practical strategies for success.