DED Communications Process Kaizen Event Report Out

Survivors of the Circle

April 19-23, 2010

The Opportunity

Teresa Hay McMahon

LEAN
State of Iowa
Continuous Improvement

The “Survivors of the Circle” Team

Deb

LEAN
State of Iowa
Continuous Improvement

Team Members

Deb

Team leader	**Ann Hogle, Iowa Veterans Home**
Facilitator	**Mike Rohlf-Administration**
Members	**Kanan Kappelman, Communications**
	Kathy Anderson, Communications
	John Greiner, Communications
	Ragina Ostendorf, Communications
	Jessica O'Riley, Communications
	Jason Boten, Communications
	Kay Snyder, Communications
	Beth Balzer, Business Development
	Marie Steenlage, Community Development
	Sherry Timmins, Business Assistance
	Lisa Mason, International
	Lori Young, TSB
	Mike Johansen, IT
	Deb Townsend, IT
	Alana Anderson, I & C
	Jody Benz, Community Development
	Kelly Halsted, Business Development
	Jessie Brown, DNR

LEAN
State of Iowa
Continuous Improvement

Scope

Lisa

This event addresses the communications process from need identification to implementation

Goals

Kathy

1. Establish a baseline for turnaround times for emergency and scheduled requests
2. Reduce the need for emergency responses by communications staff
3. Establish a process for planned and unplanned communications and identify a way to measure success
4. Establish milestone reporting

LEAN
State of Iowa
Continuous Improvement

Objectives

Jessica

1. Planning including identification of key priorities or issues with clearly identified resources, roles and accountability
2. How to handle urgent and/or unexpected requests
3. Define the role and expectations of the Communications Team in IDED
4. Identify the role and responsibilities of internal stakeholders in communications efforts

LEAN
State of Iowa
Continuous Improvement

Objectives

Ragina

5. Optimize the use of the unique skills and talents of Communications Team
6. Define how we measure success
7. Utilize technology tools effectively
8. Effectively utilize external resources and partnerships
9. Utilize a project tracking system, staff responsibilities and a means for team approach and accountability to customers

LEAN
State of Iowa
Continuous Improvement

Kaizen Methodology

Marie

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)
- 5S “mindset”--use the steps to support the event activities
  - Sort, Set in order, Shine, Standardize, Sustain

LEAN
State of Iowa
Continuous Improvement

Current Process

Kanan

LEAN
State of Iowa
Continuous Improvement

Results-Old Process

Alana

	Old Process		
Total Steps	274		
Delays	69 days to 21 months		
Value Added Steps	12		
Decisions	44		
Loop Backs	35		
Total Handoffs	56		
Lead Time - Days	117		

LEAN
State of Iowa
Continuous Improvement

Brainstorming

Jody

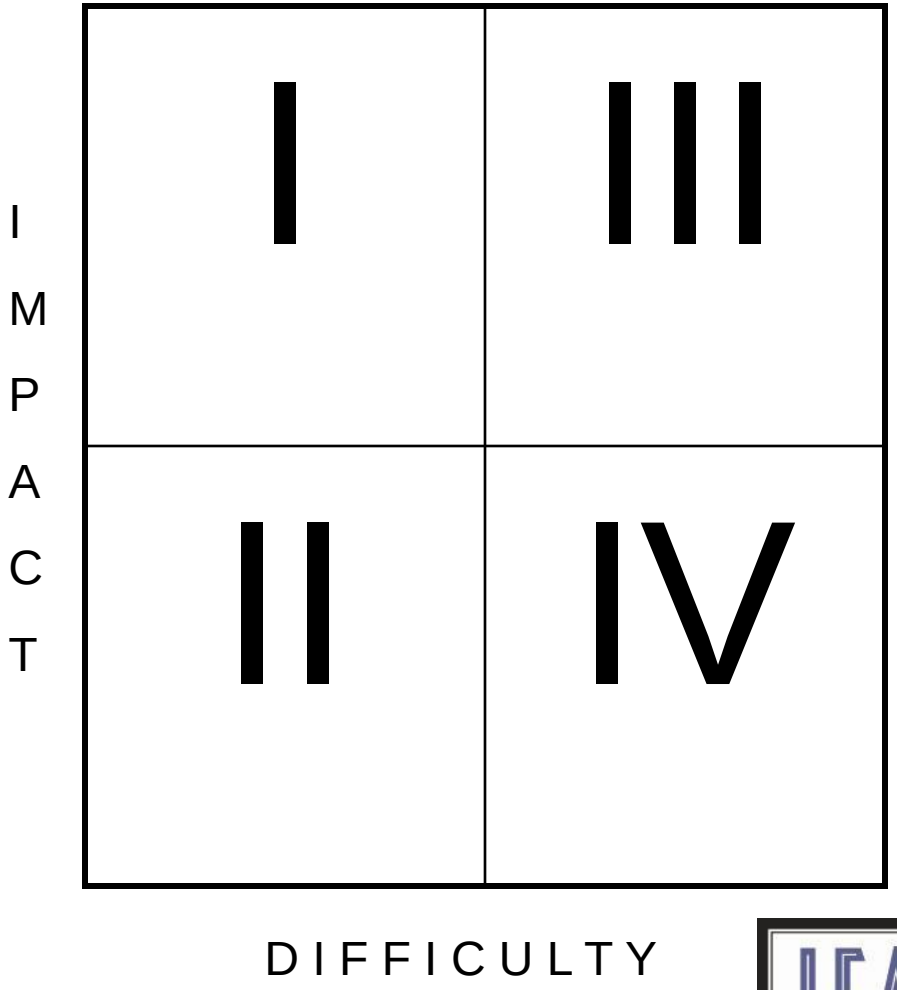
1. Standardized form for customer – in the beginning
2. Marketing Plan
3. No means NO
4. Accountability and timelines built into process
5. Educate agency on Communications Team and their functions
6. Cross-training of IDED staff
7. Realign duties to best fit Team and assignments
8. Electronic processes and checklists
9. Better tracking of projects (large and small)

LEAN
State of Iowa
Continuous Improvement

De-selection Process

Beth

- Identifies
  - Impact to customer
  - Difficulty implementing
- Helps to rate/ rank solutions to resolve issues while identifying ease of implementation



New Process

John

LEAN
State of Iowa
Continuous Improvement

Results-New Process

Jason

	New Process		
Total Steps	129		
Delays	63 days		
Value Added Steps	5		
Decisions	7		
Loop Backs	2		
Total Handoffs	12		
Lead Time - Days	8.5 days to 70.5 days		

LEAN
State of Iowa
Continuous Improvement

Homework

Kay

Item	Item Description	Person Responsible	Due Date
1	Evaluate and identify other IDED staff to become a part of Communications in an identified format (Liaison)	John	30 day
2	Identify who potentially can write the copy in AP Content		**Done**
3	“NO” means NO (saying no and accepting no)	Team	Every follow up
4	Use or revamp current “project” form. (approval, cost center, scope, web design, etc.)	Ragina	5/17
5	Create production form	Ragina	5/17
6	Identify those signatures needed for budget decision making	Kay	5/17
7	Cross train on P3 software	Ragina	5/28
8	Identify proof-readers in agency	Kay	5/17
9	Create proof reading checklist and add sign off to the list	Ragina	5/17

LEAN
State of Iowa
Continuous Improvement

Homework

Kay

10	Create a “cheat sheet” for marketing items and responsibilities	Kanan	30 day
11	Identify people who need access to Quick base	Ragina	5/17
12	Add staff to Quick base	Mike	5/24
13	Train staff to use Quick base	Ragina/Mike	6/18
14	Evaluate Quick base and how it is working	Kay	90 day
15	Evaluate other software programs that could be better	Deb	6 month
16	Identify when printing items for events – do we need to print extra for upcoming promotions-put on the form	Ragina	5/17
17	Create a plan for ongoing training and communication to IDED staff on Communication procedures	Jason	5/17
18	Further discussion on having media calls steered to one location/person	Kay	30 day
19	Identify process for news clips	Kathy	30 day
20	Refine external Communications process agency wide	Kathy	6 month
21	Identify External Communications “list”	Deb	30 day

LEAN
State of Iowa
Continuous Improvement

Team Member Experience

Mike Johansen

Alana Anderson

LEAN
State of Iowa
Continuous Improvement

Comments

Mike Rohlf

LEAN
State of Iowa
Continuous Improvement

We welcome your questions and comments!

LEAN
State of Iowa
Continuous Improvement