

**Know
your Customer**
Creating customer value



Identify their interests so you can enhance their experience.

**Let
it Flow**
Targeting zero waste



Everyone in your organization should aim to create value and eliminate waste.

**Go
to Gemba**
Following the action



Value is created where things actually happen – go there!

**Pure
Improvement**
Everyone, Everywhere,
Every Day

**The Core of
KAIZEN™**
改善

**Be
Transparent**
Speaking with real data



Performance and improvements should be tangible and visible.

**Empower
People**
Organizing your teams



Set the same goals for your teams, and provide a system and tools to reach them.

Practice, Learn and Improve

Be Determined