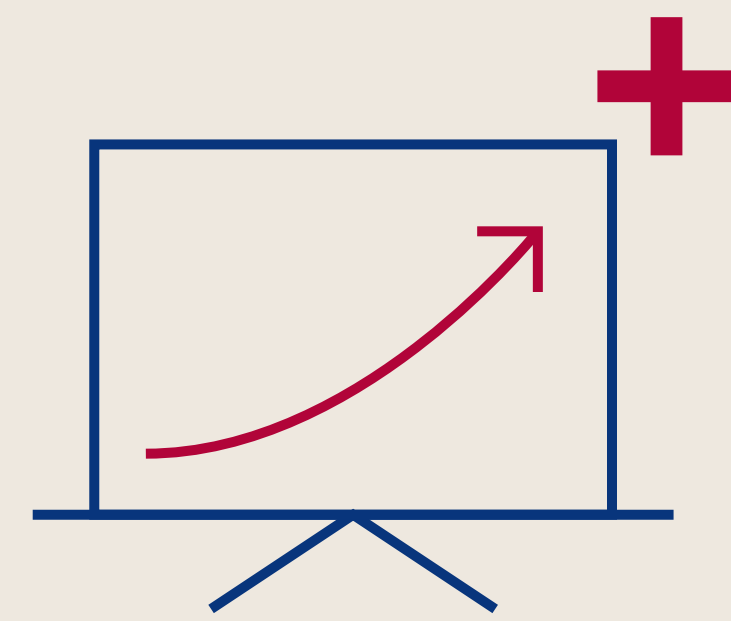


### Know your Customer

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.

## The Core of KAIZEN™

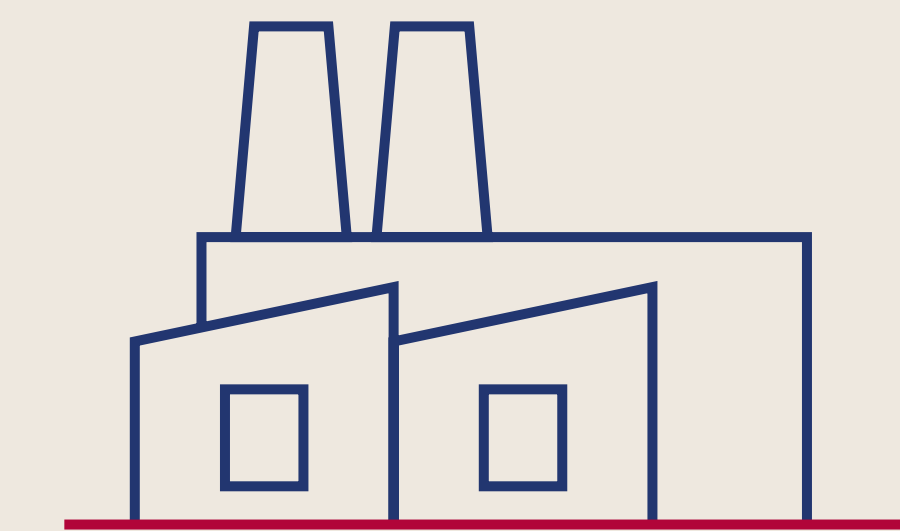


## Pure Improvement

Everyone, Everywhere, Every Day

### Go to Gemba

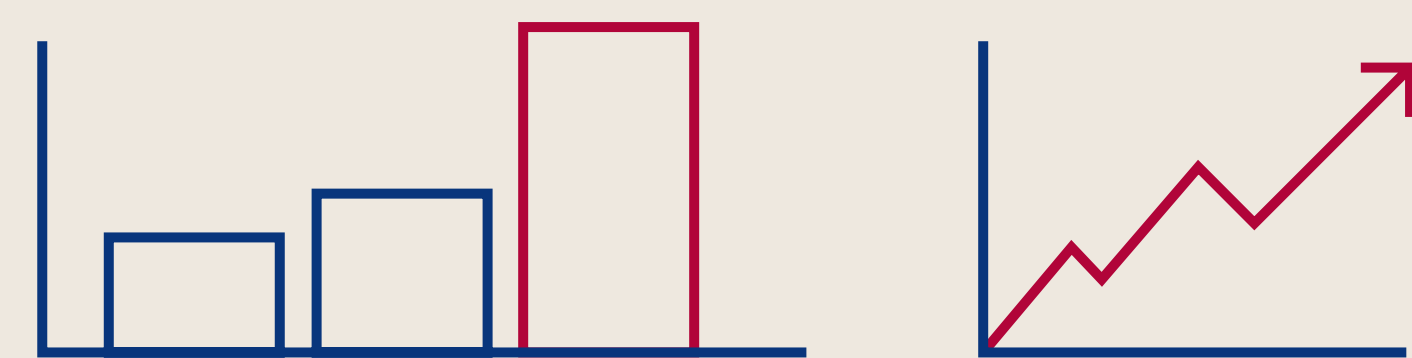
Following the action



Value is created where things actually happen – go there!

### Be Transparent

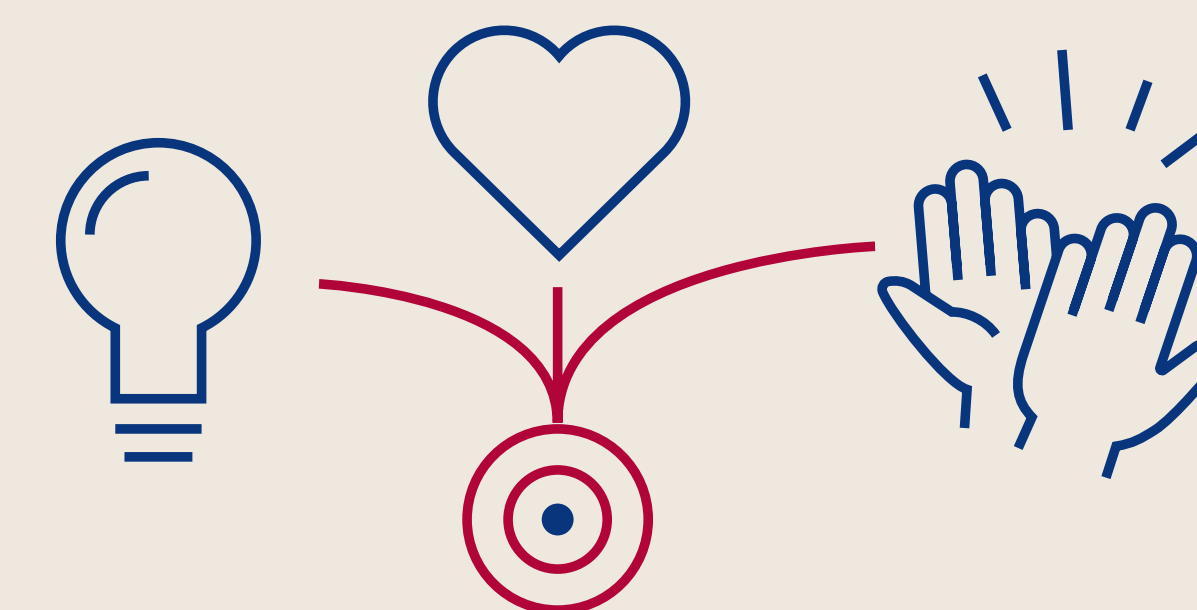
Speaking with real data



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