

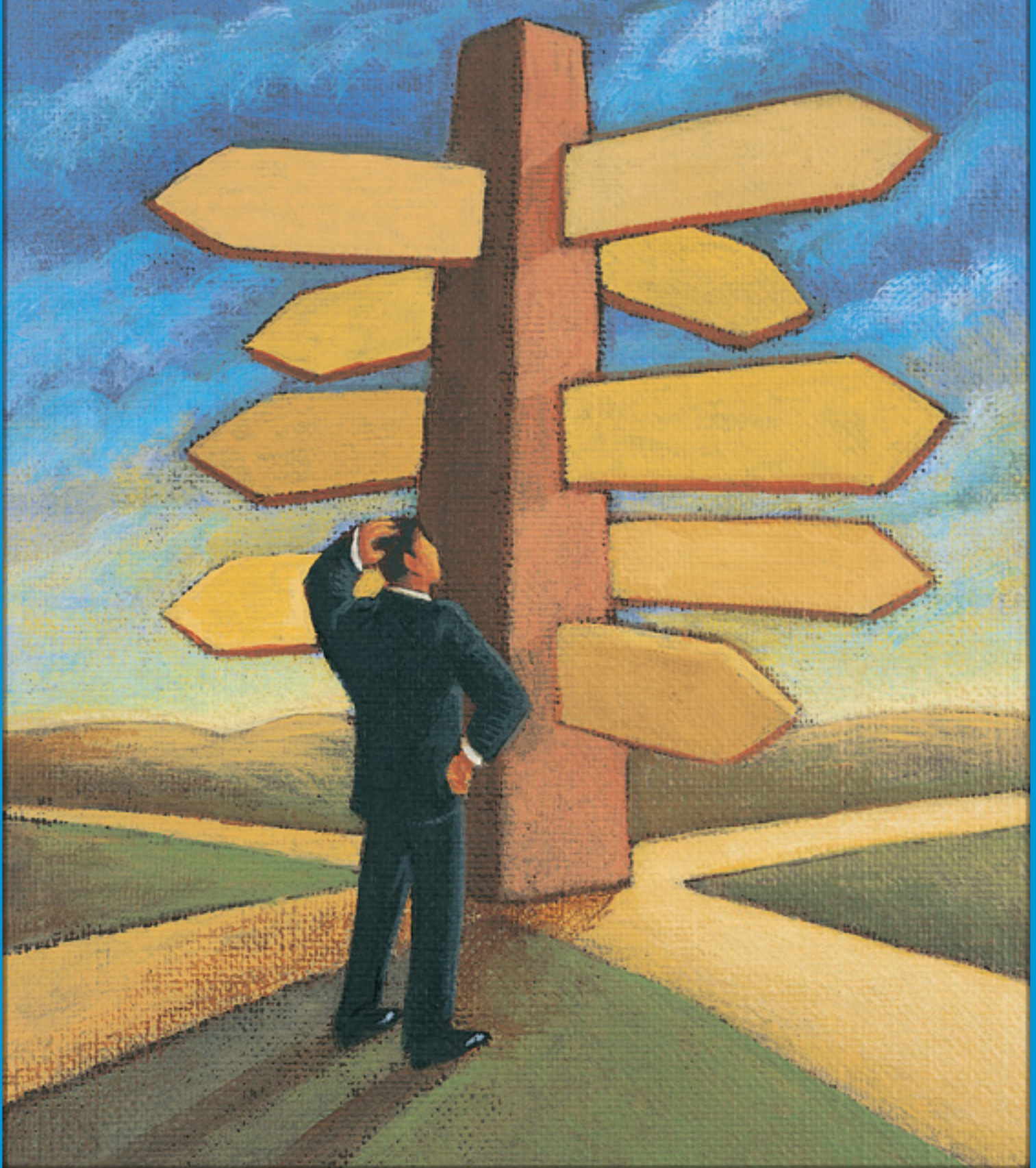
# SYMBIOS

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## Solution Innovation Workshop (TRIZ Workshop)

Symbiosis Consulting hosted a very enlightening and informative two day workshop at the Concord Hotel on the 1st and 2nd of February 2010. Symbiosis Team took it a step further, as they didn't stop at consulting companies and helping them implement time, cost and effort saving projects but have seen another way to complete and add to the Lean Six Sigma Training. Solution Innovation Workshop was given by Mr. Robert Hierl, and Günter Tutsch. Mr. Robert Hierl has an outstanding thirty year experience with improvement systems for products and processes.

The workshop was discussing the implementation of the TRIZ Theory, which was developed by Genrich Altshuller during the 1940s in Russia and was turned into a successful system between 1950 and 1990, and aims at getting successful ideas. During the two day workshop, delegates were shown mainly the 40 TRIZ methods for solving problems of any kind and how creativity can be developed both classically and modernly and how it can be applied methodically. Concrete examples were demonstrated throughout the seminar to show how to meet challenges and improve products using creativity methods. The seminar mainly addressed Managing Directors, Executives, Chief Engineers, Product Development Managers, Heads of Production, and Quality Managers.

The Conference was packed with a number of very well established and leading companies in their field. From these companies were Atlantic Industries, AKZO Nobil, AEC, Edita, Leccico, Leoni Wiring Systems, Olympic Group, Dr. Greiche, Al-sandian, Engineering Company for Exhaust Systems, Rich Bake, Energia Group and Toshiba Group.



The workshop's impact on the delegates was great. They all were interested to hear about TRIZ and how it can be applied in companies and how implementing it would be profitable and save time and effort.

One of those delegates was Dr. Adel Khalifa Al-Rubaei, Quality Manager in an Health Care Organization in Saudia Arabia, who stated that improvement, can be applied in the health care sector and it is as important to think with creativity in the health care as well. "Thinking outside the box in the Health care field is a necessity. There are new ideas and tools in the TRIZ Theory and the concept can be easily applied in any field. TRIZ has new ways and methods of dealing with improvement and implementing it on a corporate level."

Mr. Waheed Al-Qannas, Operation Manager at Al-Sindian Paper Mills (Fine) was also very pleased with the seminar and what it presented. "I believe that the idea behind TRIZ is new and is filled with innovative and great ideas and methods to be implemented within any sector. The TRIZ in my opinion completes the Lean Six Sigma training".

"We have been dealing with Symbiosis for almost two years now, everyone who attended this workshop from our company is either a Six Sigma Green Belt or Black Belt holder."



As for Dr. Tutsch, he added that these two days were wonderful and successful. "It was a fantastic opportunity to welcome delegates from this friendly and intelligent country, and it's an excellent chance to profile what we are doing with our program here in Cairo for the first time. It was a very pro-active and mind-stimulating workshop and the resulting discussions were extremely encouraging and useful, we are looking forward to more interaction with the Egyptian Society"

Al-Sindian has done 14 opening projects in the six sigma green belt training, and are in the third stage of the implementation of the projects. Mr. Waheed believes that TRIZ will further help and improve their projects.

A certificate was given to all the delegates who have attended this two day seminar and was signed by Symbios Consulting and Mr. Robert Hierl.

The two day workshop ended with success. After asking Dr. Robert Hierl about his overall opinion about the workshop he thanked and complemented Symbios Consulting for their constant efforts in sharing their knowledge and experiences with the community. "Symbios Consulting are trying to improve the quality of business today, especially with industries undergoing economic and financial setbacks."



## Olympic Group Suppliers... New Era of Development



Seeking to better increase the efficiency and productivity within the Egyptian Industrial Sector, The Industrial Modernization Center (IMC) held a meeting to assess the development of nine of the local Olympic Group suppliers. In 2008/2009 this meeting was made successful by the presence of the Board of Directors and CEOs of each participating supplier, as well as the presence of a number of representatives of Olympic Group.



The meeting discussed Lean techniques used over 15 months to improve the productivity and profitability of participating 9 suppliers and how the implementation of the projects with the help of Symbios Consulting Group achieved the necessary improvement in all departments within the companies. The meeting began with Mr. Mahmoud El-Sherbiny, The Deputy Program Manager of IMC, explaining the aim of implementing the project and how implementing it with the help of Symbios Consulting will help maximize corporate productivity through reducing costs and decreasing the amount of wastes within every company. "At the beginning of this project, we faced some commitment issues and problems but we were able to overcome them and get the necessary approval and enthusiasm from the upper management of the company by the beginning of the second month after the start of the project." Mr. Mahmoud has been managing projects at IMC for almost 4 years. He believes that this project differs from any other project they have worked with before, and this difference is in the capability to link between strategy and between decreasing wastes through Lean manufacturing implementation. Mr. Mahmoud also praised the effort and commitment the Symbios Team is showing. "Symbios is one of the leaders in providing the Lean Manufacturing Projects; its impact on the participating companies is very strong and effective. I would like to take the opportunity and thank Symbios Team for their significant effort and their ability to transfer knowledge and culture to our industrial country through our nine suppliers. Mr. Adham Nadeem, the executive director of The Industrial Modernization Center, also stated his amazement regarding the projects outcome.

The meeting was packed with successful representatives of well-established and highly profitable companies, and they all agreed and saluted the amount of effort "The Symbios Team" put in helping them in the "Lean Deployment" project and how it reflected on reducing their cost, and increased their revenue. The Lean project has been very rewarding and useful for the companies, as it helped companies distinguish the amount of waste that is being taken for granted and hasn't been noticed before. "After applying the Lean in our Company", stated Mohamed Mahmoud, Financial Manager of Sharkeya Electrical Company, "we started to notice the amount of waste that isn't being used and how making use of such waste and knowing how to measure it will be very profitable for the Company as a whole." The relationship between the Symbios Team and the companies that implement the project doesn't only stop after the Lean Project, but goes beyond. Symbios Consulting are always available to help implement the project and improve the profitability and performance of the companies who are applying the Lean within every department. The Symbios Team are more than just consultants as Mahmoud El-Araby, Planning Manager at CFI (Olympic Group) stated. "They were very supportive as they worked with us and had a big role of forming the team who worked in implementing the project." Engineer Mohamed Mostafa, the General Manager of Block Company was very impressed with how the project helped their company. "This project was our only hope and last resort to help save our employment within the company, but after the programs implementation we were able to utilize the advantages of the project and increase the profit of the company."

Upon the success of first 9 suppliers in 2009 / 2010, Olympic Group and IMC are starting another 9 suppliers with Symbios Consulting for Lean Deployment.



# GAFI & Symbios Consulting Egypt

## What is GAFI (General Authority for Investment & Free zones)?

The General Authority for Investment is the principal governmental authority concerned with regulating and facilitating investment, and stands ready to assist investors worldwide. GAFI broadened its scope from the traditional regulatory framework into a more effective and proactive investment promotion agency through its Research and Market Intelligence, Promotion and Facilitation and Investor Aftercare bodies. GAFI also represents Egypt's sole "One Stop Shop" for investment, which aims at easing the way for investors worldwide to take advantage of the opportunities in Egypt's promising emerging market. GAFI makes emphasis on various investment opportunities that lie ahead in different sectors throughout the Egyptian economy. With this objective, GAFI holds its responsibility through developing communicational campaigns and assisting its image accentuating the improved investment climate in Egypt worldwide.

## Symbios & GAFI Cooperation & what they went through:

The cooperation between Symbios & GAFI was held to measure customers' (investors') satisfaction & their expectation, to point out the strength points as well as the weak points of services provided by GAFI with a view to seek ways of improvement & development in the performance of services that are being provided.

GAFI went through an agreement with Symbios consulting as Symbios's role was to measure external customers' satisfaction (investors) with the service provided by GAFI through conducting a survey for companies & GAFI customers to create customer satisfaction index for GAFI services for future improvements.

## Symbios achievements:

Symbios visited 1050 company from Cairo, Giza, Alexandria, 6th of October, 10th of Ramadan, Suez, Port Saied, Ismailia, Asyut, & Banisuief to measure customers' satisfaction Egyptian investors, Arab investors, Foreigner investors through surveys which questioned about the:

- Investment environment in Egypt
- Quality of service at GAFI
- Benchmarking GAFI with other authorities that deals with investors

The final report which was submitted & presented to GAFI included the major problems and concerns that were stated by companies, their ideas for improving the Egyptian environment for investment and their ideas about improving the services provided by GAFI. The report addressed some ideas discussed by GAFI about attracting new & big investors to Egypt these ideas are currently under study by GAFI team.

Symbios measured employees' satisfaction (1300 employee-58% of total GAFI employees) & discussed and highlighted main issues for them.

The survey covered all different departments of GAFI, all different hierarchy levels, & covers 90% of the governorates

The final report includes the major perceived areas for improvements by the employees as well as their ideas for improving the work environment inside GAFI.



Symbios Consulting Group has been working on improving the profitability and productivity of leading Egyptian and multinational companies in Egypt & Middle East. Focusing on training the employees and giving them all the necessary information and guidance is the best way to improve the working environment within any company. Through The lean & six sigma green belt & black belt programs that the Symbios Team has so professionally provided, employees have been able to learn all the methods and techniques that help reduce the amount of waste and increase the productivity of the company and insure customer satisfaction and loyalty. During the certification ceremony which was held at The Nile Sofitel, we interviewed Mr. Youssef Sherif Gneena, Total Productive Manufacturing Facilitator at Unilever Company. Youssef Gneena, who has obtained the Lean Green Belt training, was enthusiastic and impressed with the kind of changes and improvements that the Lean Green Belt implements. "Symbios Consulting has helped me through the Lean Green Belt Training to think of techniques that I can apply to my department and help increase production, decrease costs and decrease the amount of waste that isn't being noticed, which will result in doubling the amount of production with much fewer time and effort. "Youssef was also pleased with the period in which it takes to learn and implement all the methods of the Lean Green Belt. "We learn all that needs to be known in one and a half months, and spend three months in practical work, which guarantees that we not only learn the methods of Lean Green Belt, but also know how to apply it in our company by applying a certain project and by having the Symbios Team ready to assist in anyway." Twelve Lean Green Belt candidates were given certificates from Symbios Consulting, after having celebrated their success for their commitment to the Green Belt Training. Lean & Six Sigma Black Belts were also present and every member took the time to explain his/her project and how efficiently it was implemented at their company, by showing graphs that demonstrate how the profitability and productivity of the company increased with the help of Symbios Team. Mr. Medhat Mohamed Ayad, Production Planning Manager at Kobusch Company took the time to illustrate the division of the course and what have they been doing throughout the course's period. "The course is mainly divided into three parts, where we receive lectures and classes to get a better understanding of how the Black Belt can be applied in our daily lives. We then undergo practical practice where we learn how implement all what we have discussed, and finally we undergo examination which comes from England to measure the amount of knowledge we have gained throughout the course." "Every member of Symbios Consulting has been very helpful and supportive, and this support goes on even after the examination period. They make sure to visit our Company at least three times during the implementation of the project that has been assigned. Symbios Consulting are then given the results to analyze the success rate of the project after it has been implemented, and we are then given our certificates and recognition award." The event was very informative as the projects of the Black Belt certification was being discussed and demonstrated by a number of well established and known companies. Before the awards and certifications were given, Mr. Dean Saxon, CEO of Symbios Consulting (United Kingdom), gave a few words of encouragement and congratulated all those who succeeded in achieving the Lean Green Belt, and the Lean & Six Sigma Black Belt. "Receiving the certificate isn't the end of the road, it's only the beginning! People thought that working on the project and implementing it would be hard, but receiving the certificate is harder because with a certificate comes responsibility, responsibility to educate and to show people how to apply the phrase "different is good in Lean Sigma".

Lean Green Belt were given certificates of recognition while Lean Black Belts & Six Sigma Black Belts were given a crystal trophy with their names carved on it.

## Lean Black Belt, Lean Green Belt, Six Sigma Black Belt & Six Sigma Green Belt Carriers



Organizations invest a lot, to improve the skills and qualifications of employees. Real employee behavioral change, based on the training content, is even harder to demonstrate in most organizations, these suggestions and approaches will make your employee training more effective and transferable; their application will result in measurable differences to your bottom line performance:

**Make sure there is a training and development opportunity**

Do thorough needs and skills analysis to determine the real need for employee training and development. Employees needs differ from every company, so knowing what parts need improvement and the best way to implement this improvement is important.

**Create a context for employee training and development**

Provide information for the employee about why the new skills, skill enhancement, or information is necessary. Make sure the employee understands the link between the training and his job.

**Provide training and development that is really relevant to the skill you want the employee to attain**

Developing your employee by using training for the particular skills and qualifications required for his job is important. There must be relevance between the training sessions and the employee's job requirements.

**Favor employee training and development that has measurable objectives and specified outcomes**

Design or obtain employee training that has clearly stated objectives with measurable outcomes. Ascertain that the content leads the employee to attaining the skill or information promised in the objectives.

With this information in hand, the employee knows exactly what he can expect from the training sessions and is less likely to be disappointed. He will also have ways to apply the training to the accomplishment of real workplace objectives.

**Supervisors should meet with employees prior to the training session**

Discuss with the individual what he hopes to learn in the session. Discuss any concerns he may have about applying the training in the work environment. Determine if key learning points are important for the organization in return for the investment of his time in the training. Identify any obstacles the employee may expect to experience as he transfers the training to the workplace.

Having a supervisor who is involved in the employees training will give employees the feeling of commitment and work, and will then do his/her best to improve and develop.





Institute of Business Forecasting & Planning (IBF)

*In association with*

Symbios Consulting Group

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## **2 Day Demand Planning & Forecasting Workshop**

25 - 26 May 2010

For additional certificate  
Exam 27<sup>th</sup> May 2010 (optional)

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# Six Sigma **GREEN BELT** Certification Program

Wave 29 March 21<sup>st</sup> 2010

Six Sigma is a management philosophy that attempts to improve customer satisfaction to near perfection. Amongst the plethora of management techniques that exist today, Symbios Consulting has adopted a strategic, tactical and cultural component to Six Sigma which works as an effective approach to the transformation of the business process.

## **Achieve competitive advantage**

### **DMAIC Methodology**

**Increase productivity**

**Enhance customer satisfaction**

**Maximize profit & Speed using Lean**

**Eliminate waste**



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