

# SYMBIOS

C CONSULTING *e-zine*

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## The Freedom To Grow





# The Certification Event

Action is the foundational key to all success! The 24th of May 2010 marked the day when action was noticed and hard work was appreciated. Symbios Consulting held a Certification Event to honor all the Lean Six Sigma Green Belt, Lean Six Sigma Black Belt and for the first time 20 Keys Certification. Working on the Lean Six Sigma Green Belt, Lean Six Sigma Black Belt and the 20 Keys hasn't been an easy ride, it takes a lot of motivation, hard work and persistence to work on a project and successfully implement it within the company. And for that the Certification Event was a day many have been waiting for!

The event started with the discussion of the Six Sigma Black Belt project presentation by Ms. Omnia Karram who explained the implementation process of the Lean Six Sigma within her company. The presentation demonstrated how actions were taken to help increasing market research outsourcing utilization from 34% to 80%.

The presentation demonstrated how actions were taken to improve their work level, by assigning a project team to monitor and improve the quality of work within the company. The Company also provided soft skills training to develop the quality of work provided by the employees. Lean Six Sigma Black Belt helped the company measure their efficiency, and the level of improvement since then it cffftfhas been very noticeable.

"Measuring customer satisfaction was and will always remain our main concern. We have been applying methods and techniques to improve and increase customer satisfaction. Dealing with customer needs training; with more training it's more likely to know how to handle customers."

Lean Black Belt has shown the same amount of success when being applied and implemented in companies as was shown by Engineer Khaled EL Zoughby after his presentation that demonstrated how applying Lean has participated in increasing productivity at Olympic Group. His project mainly focused on increasing the press time up to maximum by operating the outside dies inside the factory, which saves cash flow.

"There are 7 deadly kinds of waste, and it is our aim to try to reduce the amount of waste" as EL-zoughby explained during his presentation. A time study was made to mark the amount of wasted time and what can be done to gradually lessen and shrink the amount of waste. Working on employee morale and how to reward employees is also a main and important factor for the company to achieve more and move forward in success, as was shown in the presentation.





have been working on the 20 Keys for one and a half years now, and as we go along we learn that 20 keys isn't only something that is applied in companies, but can be used on our daily lives", as Ms. Gehan Rabiaa explained.

The 1st key Edita has worked on was "Cleaning & Organization" which makes work and production an easier operation. Cleanliness and organization improves the working atmosphere and makes work more relaxing and easy to achieve. "4S Method" was used in Edita, which stresses on the importance of "sorting, setting in order, shine and standardize". The use of the 4S is to organize work and help save wasted time and effort. Goal Alignment which is what the 2nd Key implements was also discussed in the presentation. "Setting a goal in the company will help employees work hard to achieve this goal, so it is important & necessary to identify goals and divide them into mini-businesses within every department in the company for it to be achievable".



Dean Sexon, the head of Symbios Consulting Egypt ended the event with some very wise and motivating words where he questioned whether this day marks the beginning or the end. "Today is both the beginning and the end. It's the end of learning and attending lectures, but it is the beginning of structural change which is very different & slightly more difficult than learning. You are lucky to be offered an opportunity to learn and see what needs to be changed and developed. So today can be a success or a failure, failure if you don't teach others what you have learnt."

"Mount Everest, the highest mountain is very much like what we do here. There is only a very small window to be able to climb the mountain, only three weeks each year, so, climbing the mountain needs preparation because the opportunity is small so you train very hard and need to find guidance to help you climb the top. You chose whether you shoot to the top or if you are feeling uncomfortable and wish to descend and climb down. To correctly and successfully implement you need support and guidance just like climbing Mount Everest."

The project has shown great success after it was implemented in Olympic Group, as it helped increase the company's production from 200 pieces/hour to 300 pieces/hour after the implementation of the project.

Olympic Group has been successfully working with Symbios Consulting in Lean and Six Sigma and is now working on the 20 keys, and development is always on their side.

This counts as the first certification event for the implementation of 20 keys. Applying 20 keys takes from three to five years to properly implement 20 keys in a company, and Edita was patient enough to begin the 20 keys and its journey towards success. "We at Edita

small window to be able to climb the mountain, only three weeks each year, so, climbing the mountain needs preparation because the opportunity is small so you train very hard and need to find guidance to help you climb the top. You chose whether you shoot to the top or if you are feeling uncomfortable and wish to descend and climb down. To correctly and successfully implement you need support and guidance just like climbing Mount Everest."

Certificates and crystal trophies were then given to all the Lean Six Sigma Green Belt, Lean Six Sigma Black Belt and 20 Keys Carriers who were successful to show the amount to work and effort they have put to improve their line of work within their companies.



## Modern Bakeries & the Implementation of the 20 keys Program



20 Keys is a powerful integrated approach that aims to build and sustain lean (improvement) strategy. It uses its powerful benchmarking tool together with the support of management to monitor the execution of company strategies as well as leading world class operations through the engagement of all employees at all levels. This methodology helps work groups measure their current levels of performance and set targets that are aligned with the goals of senior management. In an attempt to align goals and action plans to improve performance, reduce cost and eliminate waste, Modern Bakeries with the assistance of Symbios Consulting held their mid-year Multi Level Meeting to discuss the implementation of 20 keys within every department. Modern Bakeries, a company that produces high quality bread branded as “Rich Bake” has been working on implementing ten of the 20 keys since November 2008. Different employees were elected to lead the implementation of each key in different departments within the company. Each one of the 10 keys can be applied in different departments within the company and help in increasing productivity, reducing wastes and lessening cost. The company has been witnessing promising development and improvement since the start of the 20 keys, and the Symbios team has shown them great support since the start of the project, as every key leader stated. After measuring their productivity, Modern Bakeries found some challenges due to the lack of help and assistance from some departments, and there’s some difficulty in evaluating some departments as to see where the problem lies. “We believe that working together and implementing team work will get us closer to reaching our goal and help improve our productivity” as was stated by Amira Salem, Quality Assurance Department Head (and also 20 Keys Project Manager) during the discussion of Key 11 (Quality Assurance).

Conserving energy and materials was also a point of concern during the discussions of the keys (namely Key 19), as all of the keys are linked together and aim for one goal which is becoming Better, Cheaper & Faster. Saving paper by using drafts, reducing the phone

bill prices, drawing waste plans and creating cultural awareness by making small group activities where they can work on issues that they may come across will make work easier, as Key 3 Leader Dr. Osama Al Adl- Group Operations Director- mentioned. “We want to achieve maximum score in the applied 10 keys, as that will pave the way and will give us a push for the coming 10 keys. It is our main concern to reach development before starting our work on the other 10 keys, as there is a strong connection between all 20 keys they aren’t separated, so if we gain the necessary awareness in the first 10 keys then the rest will be easier to achieve”.

(During the workshop), the tables were then divided into departments where they were assigned to sit together to discuss and determine how their department can help and apply each key to promote and improve performance of the company as a whole. The department leader then stands and explains the tasks and improvements their department can do within each key and what will those changes and improvements do to help promote the company performance and achieve overall company targets.

Amr El Helaly-CEO- was greatly pleased with the amount of improvement and development that has been witnessed while working on the implementation of the 10 keys. “Developing ourselves is part of our company, our aim is to grow so we have to be up to date and have a strong infra-structure to help us grow. 20 keys will help us set the base for us to grow constantly without stumbling.” When asked about what made “Modern Bakeries” decide to implement the 20 keys methodology in their company Mr. El Helaly explained that an IMC meeting was held to discuss the Lean Six Sigma and it was then that the collective decision was made to implement the 20 keys with Symbios Consulting at their company. “Our goal is to grow with no limits, as we have been working on many things such as the ISO certificate and many more to achieve growth and development, and 20 keys will get us a step closer to perfection with the hard work, help and support that has been shown by our employees and the Symbios Team”.

# Forecasting Workshop in Egypt



**B**usiness forecasting has always been one component of running an enterprise. However, forecasting traditionally was based less on concrete and comprehensive data than on face-to-face meetings and common sense. In recent years, business forecasting has developed into a much more scientific endeavor, with a host of theories, methods, and techniques designed for forecasting certain types of data. Forecasting is designed to help decision making and planning in the present.

The aim of the 2 day workshop was to develop the understanding of forecasting techniques. Dr. Chaman L. Jain, a Ph.D. carrier at Tobin College of Business, St. John's University New York City USA was giving a 2 day seminar to show delegates the benefits of forecasting and how it can be applied using different methodologies and equations.

The Institution of Business Forecasting & Planning (IBF) is one of the worldwide known organizations that provide forecasting and planning services. For more than twenty years, the IBF has been helping businesses improve their forecasting accuracy in an effort to improve their bottom line. Symbios Consulting with the help of IBF hosted the seminar to develop and improve business in Egypt.

The 2 day workshop was very informative and successful where Dr. Chaman explained some of the used methods for how forecasting and predicting the future as accurately as possible, given all the information will better improve and develops enterprises. One of the distinguishing characteristics of forecasting systems is the mathematical methods they use to take various factors into account, and which was explained with practical exercises during the workshop.

“Predicting how the sales department will revenue is important to help plan properly and develop an enterprise”, as Khaled Salem-Marketing & Business Development Manager at Union air stated. “Forecasting is a necessary step for any department within a company. The seminar was very successful in explaining and showing different methods and tools that are used to forecast budgets of companies.”

Delegates from different departments and fields were present to learn how to apply forecasting within their company. Ayman Greisha, Retail Sales General Manager at Toshiba was very impressed with the techniques and methods that are used in forecasting and stated that the whole two day workshop was very informative



and enlightening. “To apply forecasting within a company will be somewhat challenging but it is reachable with the necessary knowledge and teamwork between different departments, in the workshop Dr. Chaman has showed us how to forecast scientifically and this will be more challenging but with the right motivation it will be a piece of cake!”

Mohammed Shalaby, Factory Director at Seasons Company stated that forecasting covers some dimensions of supply chain. “The theory is very applicable, it is extremely comprehensive and the way Dr. Chaman explained it was very simplified and he gave examples that will make applying it easier. Shalaby also stated that forecasting is easy for those who have the basic knowledge of forecasting. “The outcome of the workshop will be very useful as we are refining the supply chain demand forecasting system and this workshop will help us mark the errors and work on fixing them”.

Representatives from Chipsy, ElNour Optics, Toshiba, Pepsi, ElSewedy Cables, Seasons, Leoni, CSI, Pyramid Poultry, Fresh, National Biscuits & Confectionery Company, Spirax Sarco, Xceed, Royal Ceramic, Lloyds British and Teep were present at the workshop and were very pleased with the amount of knowledge they gained. Dr. Chaman and Anish Jain (Managing Director) was very pleased with the effort that the delegates showed in the workshop. “Recognition that there is effort and fulltime attention will increase profitability in Customer Service and business performance” As Anish mentioned.

“IBF started in the year 1981 as a publication then grew gradually into a membership. The drive people have here and their thirst for knowledge is what made the workshop successful, they tried to apply what they were taught in their business and you could see and recognize that effort.”





Symbios Consulting stop at nothing to develop and learn more methods and techniques that will enable them to reduce cost, waste and increase productivity. That being said, representatives of the Symbios team travelled to Japan to learn the Kanban Method that implies the JIT system (just in time) which states that “we should produce Only what is needed, when it is needed, and in the amount needed”.

In the Kanban system, production is ordered according to “what/when/how many” need to be produced; matching the progress of actual worksite needs, and to achieve this, you understand preconditions and how to circulate Kanban in accordance with the rules of practice. During the seminar, Symbios representatives were taken for a Tour to Toyota Motors first, then Toyota Suppliers, and other plants, where Just-In-Time systems are actually performed. The seminar was very informative and useful, and can be applied easily with the right guidance and help, and that is what Symbios Consulting have been and will continue to be doing!

# Global kanban Seminar



Symbios Team Having a blast at Al Sokhna



The Trip To Alex

***The more fun you have, the greater you are value to yourself and to your society...The more fun you share with others, the more fun you have!!***



# Six Sigma **GREEN BELT** Certification Program

Wave 29 August 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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# Lean Black Belt Certification Program

Wave 7 will commence on the 8<sup>th</sup> of August 2010

**\* Achieve competitive advantage**

**\* Enhance customer satisfaction**

**\* Maximize profit & Speed using Lean**

**\* Eliminate waste**

**\* Increase productivity**

Delegates attending this program will be individuals selected by their organizations to become Lean experts who will learn the Lean System in depth and who will go on to lead significant improvement projects in their organizations. In this 24 day extension program we will explore the Lean concepts and tool set in significant detail equipping participants with the skills, tools and techniques to be able to tackle significant projects throughout their organizations.

## Training will be in 6 Blocks

	Block 1	Block 2	Block 3	Block 4	Block 5	Block 6
Date	August 8, 9 & Sept. 22, 23	Sept. 26, 27	Oct. 10, 11	Oct. 31 Nov. 1, 2 & 7, 8, 9	Dec. 12, 13, 14, 15 & 21, 22, 23	Jan. 2011, 2, 3, 4

\*Certification as Black Belts due date is on October 30<sup>th</sup>, 2010

For More Information

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**\* Registration deadline: August 9<sup>th</sup> 2010**

