



Velocity: Combining Lean, Six Sigma and the Theory of Constraints to Achieve Breakthrough Performance - A Business Novel

By Dee Jacob, Suzan Bergland, Jeff Cox

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Millions of readers remember *The Goal*, the landmark business novel that sets forth by way of story the essential principles of Eliyahu Goldratt's innovative methods of production. Now, from the AGI-Goldratt Institute and Jeff Cox, the same creative writer who co-authored *The Goal*, comes *VELOCITY*, the book that reveals how to achieve outstanding bottom-line results by integrating the world's three most powerful continuous improvement disciplines: Lean, Six Sigma, and Goldratt's Theory of Constraints.

Used by the United States Navy and United States Marine Corps to dramatically improve some of the most complex, logistically vast supply chains in the world, the *VELOCITY* APPROACH draws on the strengths of all three disciplines to deliver breakthrough performance gains. In physics, speed with direction is velocity; in business, the application of *VELOCITY* means your organization can achieve operational speed *with* strategic direction to outmaneuver competitors, gain loyalty with customers, and rapidly build sustainable earnings growth -- in as little as one or two business quarters.

Dee Jacob and Suzan Bergland, two principals of AGI, have been teaching the concepts, techniques, and tools of *VELOCITY* to major corporations, including Procter & Gamble, ITT, and Northrop Grumman, for years. Now they unlock the door for you to see how to apply their insights and methods to your organization -- be it business, not-for-profit, manufacturing, or service based -- in order to shorten lead times, slash inventories, reduce production variability, and increase sales.

Writer Jeff Cox returns with the vivid, realistic style that made *The Goal* so readable yet so edifying. Thrust into the presidency of the subsidiary company where she has managed sales and marketing, Amy Cieolara is mandated by her corporate superiors to implement Lean Six Sigma (LSS) in order to appease a

key customer. Assigned to help her is LSS Master Black Belt Wayne Reese, installed as her operations manager. But as time goes on and corporate pressure mounts, Amy finds she has to start thinking for herself -- and learning from everyone around her -- and she arrives at the series of steps that form the core of the *VELOCITY* APPROACH.

VELOCITY offers keen insight into the human and organizational factors that so often derail growth while teaching you proven, practical techniques for restarting and revving up the internal engines of your company to reach new levels of success. Colorful characters, believable situations, and everything from dice games to AGI's "reality tree" techniques make this business novel a vital resource for everyone seeking to deliver business improvement in these challenging economic times -- and far into the future.

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Performance - A Business Novel By Dee Jacob, Suzan Bergland, Jeff Cox Bibliography

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Editorial Review

From Publishers Weekly

Cox (*The Goal*) and consultants Jacob and Bergland collaborate for this unholy marriage of business strategy and fiction. Amy Ceolara is distressed when it's announced that her company, Hi-T Components, is becoming a subsidiary of the competitive corporate monster Winner Inc. For the flimsiest of reasons, Amy is named interim president and is responsible for turning the flailing company around through a mix of three quality management and improvement programs: (1) Six Sigma, which calls for reduction in variation and thus the elimination of errors and defects, (2) Lean, which produces a reduction in waste and (3) the Theory of Constraints, which claims that every system is made up of resources that each have varying limits, and the performance of the total system is constrained by whatever resource is the most limited. Though her team initially struggles, victory is eventually hers. Terrible puns (characters are named Peter Winn and Dr. Viktor) and frequent complimentary reference/product placement of the authors' previous book *The Goal* team up with dry writing to create a truly stultifying experience. (*Jan.*)

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Review

"As we transformed the entire Naval Aviation logistics system, our leadership team decided that 'AIRSpeed,' our continuous process improvement program, would combine best business practices -- Lean, Six Sigma, and Theory of Constraints. This strategy not only enabled Naval Aviation to reduce turnaround times 40 percent and work in process nearly 50 percent in areas applied, but enhanced the quality of life of our sailors and marines." -- VADM Walter B. Massenburg, USN (Ret.), former Commander, Naval Air Systems Command; Architect and Chief Operating Officer of Naval Aviation Enterprise

About the Author

Dee Jacob is the president of AGI—Goldratt Institute, which is based in New Haven, CT. She is a key innovator in the development of the Theory of Constraints and of the velocity approach. Jacob teaches at the AGI Jonah Program and Thinking Process courses. Before joining AGI, Jacob was a manager with Procter & Gamble where she integrated TOC and LSS techniques.

Suzan Bergland is a partner of AGI and president of its North American Group. She is an expert in the velocity approach integrating TOC and LSS. She is a founder and member of The Theory of Constraints International Certification Organization (TOCICO), and also holds membership to the Association for Operations Management and the American Society for Quality.

Jeff Cox is the co-author or author of seven works of business fiction, which include *The Goal*, *Zapp*, *The Quadrant Solution*, *Herocz*, *The Venture*, *Selling the Wheel* and *The Cure*. Both *Zapp* and *The Goal* ranked first and second, respectively, on a list of bestselling business books from the 1990s. Jeff and his family live near Pittsburgh, PA.

Users Review

From reader reviews:

Andrew Garcia:

Often the book Velocity: Combining Lean, Six Sigma and the Theory of Constraints to Achieve Breakthrough Performance - A Business Novel has a lot associated with on it. So when you make sure to read this book you can get a lot of benefit. The book was authored by the very famous author. The author makes some research previous to write this book. This specific book very easy to read you can find the point easily after scanning this book.

Fred Martinez:

Reading can called brain hangout, why? Because if you are reading a book specifically book entitled Velocity: Combining Lean, Six Sigma and the Theory of Constraints to Achieve Breakthrough Performance - A Business Novel your thoughts will drift away trough every dimension, wandering in every single aspect that maybe unknown for but surely can become your mind friends. Imaging every single word written in a reserve then become one web form conclusion and explanation in which maybe you never get prior to. The Velocity: Combining Lean, Six Sigma and the Theory of Constraints to Achieve Breakthrough Performance - A Business Novel giving you an additional experience more than blown away your brain but also giving you useful information for your better life in this particular era. So now let us teach you the relaxing pattern at this point is your body and mind is going to be pleased when you are finished studying it, like winning a sport. Do you want to try this extraordinary spending spare time activity?

Billie Brown:

Reading a book to be new life style in this yr; every people loves to go through a book. When you read a book you can get a lots of benefit. When you read books, you can improve your knowledge, simply because book has a lot of information upon it. The information that you will get depend on what kinds of book that you have read. In order to get information about your examine, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, these us novel, comics, as well as soon. The Velocity: Combining Lean, Six Sigma and the Theory of Constraints to Achieve Breakthrough Performance - A Business Novel provide you with new experience in looking at a book.

Sheila Collins:

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