



Choosing the “right” **Continuous Improvement and Lean** approach is risky and critical to you and your organization.

There are dozens of programs and choices. **What is your companies criteria for making this important decision? What is your plan?**

The 5 biggest reasons why our clients, companies large and small, choose **Mission-directed Work Teams**:

1. **Results**
2. **Sustainability**
3. **Ease of implementation**
4. **Low risk of failure**
5. **Cost**

MDW DOES NOT FAIL



We at CDI have been implementing MDW at worksites around the world since 1997. Over 3100 client sites in 67 countries can attest to the success and reliability of the MDW.

Mission-directed Work Teams (MDW) is the right option for your company if you are looking for a **SIMPLE, STRUCTURED** and **PROVEN** approach to making Continuous Improvement a reality within your organization. Simply put: **MDW takes recognized world best practice to the front line, creating an engaged and efficient team-based organization.**

Mission-directed Work Teams Program:

- ✓ Connects strategy, goals and purpose.
- ✓ Creates a culture of continuous improvement focused on Quality, Speed and Cost-effectiveness
- ✓ Delivers value effectively to your customers.
- ✓ Continuously seeks better ways of working safely, eliminating waste and adopting best practice.
- ✓ Develops and engages the talent within, enabling all members to contribute to their fullest potential.



What you can expect: RESULTS

- **Engagement** – Informed and empowered people on the front lines and throughout the organization
- **Steady Improvements in Processes:** Safety -- Quality -- Throughput -- Cost effectiveness
- **Increased Competitiveness and Profit**

What our clients have to say:

“During the **first 12 months** of launching Mission Directed Workgroups (MDW) we realized a **\$1.8 million dollars savings** and had **double digit improvements in Safety, People, Quality, Speed and Cost.** We are now beginning our 5th year

with MDW in place and the excitement still strong and we continue to have double digit improvements year on year! Our employee engagement continues to be at record highs.”

Ed Gumina
Vice President Operations
Bridon American Corporation

Specific accomplishments by various mini-business teams at Rohm and Haas:

- Decreased quality defects in a critical constraint by 15% in 3 months
- Improved and sustained yields 3% (95 – 98%) in a constrained machining operation in 6 months
- Reduced lab cycle time 50% in 6 months
- Identified data entry errors as number one operator controllable issue and reduced by 75% in six months
- Reduced area PPE violations by 75% in less than one year.

Eric Thorp
Manufacturing Work Systems Manager
Rohm and Haas Electronic Materials
(Now a DOW Facility)

“Mission-directed Work Teams has consistently demonstrated a very positive impact on plant safety measures. Significant declines in work related lost time injuries are noted, improving both the health and welfare of the employees and the bottom line costs to the enterprise. The added plus is that the process fosters a culture of safety awareness.”

John K. Mihalko
President
Safety Council of Southeast Michigan



CLIENTS	QUALITY	SPEED/DELIVERY	COST	SAFETY/PEOPLE
Financial Services	Processing errors 600-250 p/mo.	Lead time cut 96hrs – 24 hrs		Innovation/ person 0.2 – 1.1 per/mo.
Pharma Manufacturer	Material Yield Increased 25%	OEE Improved By 20%	EBIT Increased by \$16 million	Labor productivity 50% - 82%
Automotive Components	Rework / Scrap Reduced 30%	OEE Improved by 33%	Sales revenue Increased 60%	Attendance Increased by 3%
Brewery	Complaints Reduced 87%	OEE Improved By 17%	Labor Productivity Increased 105%	
Ceramic Manufacturer	Quality Rating Improved 35%	Productivity Increased 25%	Sales Revenue Increased 35%	Attendance Increased 2.55%
Global Food and Bev Co.	Consumer Rating 87 – 95%	Sales Revenue Increased 22%	EBIT Increased by \$10 million	
US Manufacturing Plant	Scrap reduced by 28%	Throughput Increased 21%	Labor Efficiency Increased by 50%	Innovations went from 15 to 692

This table captures results presented, at a conferences, by our clients. These results have been normalized to indicate improvements realized in the first year of implementation.