



MODEL OFFICE

@ McKinsey Capability Center Atlanta

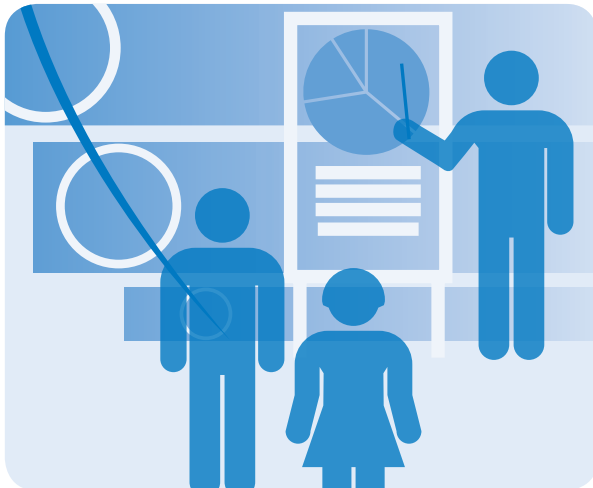
Experience the impact of lean management
in service-based environments

McKinsey Capability Center

Experience the impact of lean management in service-based environments

With lean management, organizations can experience an enterprise-wide managerial and performance transformation that is fast, scalable, comprehensive, and sustainable.

Lean refocuses an organization's energy on what really matters to its customers, enhances the way its people work, and embeds a mindset of continuous improvement in all functions and at all levels.



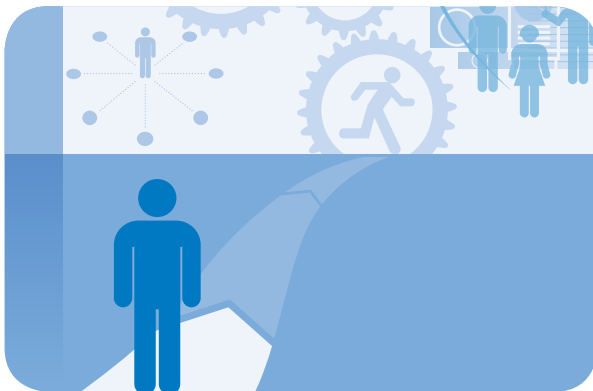
McKinsey & Company, a global leader in operations across industries, created the McKinsey Capability Center as a laboratory where our clients can experience a lean transformation through hands-on activities, collaborative problem solving, and active reflection and discussion.

The Center is built on a fictional manufacturer, Peachtree Co., with programs in service-based environments, manufacturing, procurement, and product development.

This booklet offers a snapshot of the Center's offerings for service-based environments.

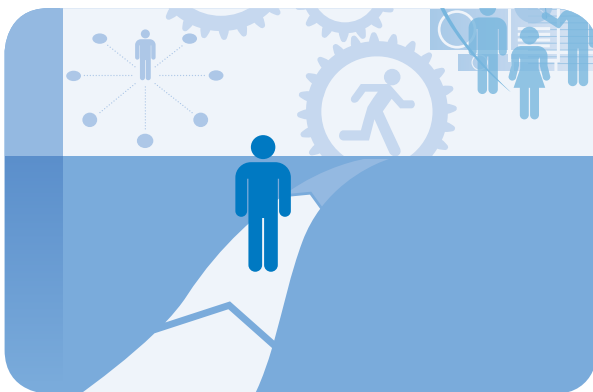
The McKinsey Capability Center offers a customized experience

Whether you are focused on order processing and customer service, or manage a call center, the McKinsey Capability Center has customized programs targeted to your needs. Our programs appeal to a broad base of service-based environments, and are relevant to any audience, from frontline leaders to senior executives.



New to lean management?

If you are curious about lean management, and how it can improve performance, our programs explain its core philosophy and major elements. You will use lean tools and approaches that let you make improvements, and then see the results right away. From your experiences, you will take away lessons for your own processes and organization.



Already on your lean journey?

If you've already begun implementing, or are familiar with lean concepts, the Center can deepen your understanding. You can explore new diagnostic tools, and pilot new ideas, with immediate results. You can get help training key members of your organization, such as your frontline change leaders. You can learn how individual tools reinforce each other to make your lean transformation stick.

Order processing & customer service program

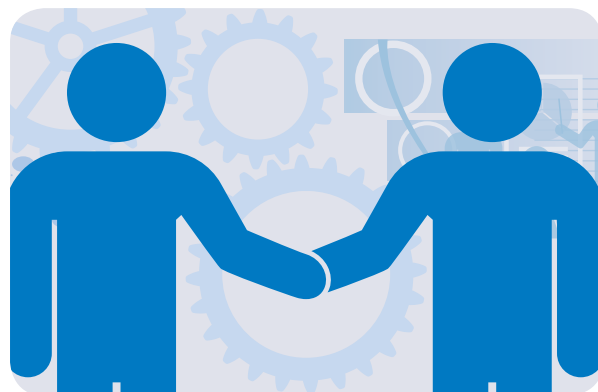
You will participate in the lean transformation of Peachtree's order processing unit as a frontline employee.

Sample one-day agenda

Welcome video from CEO and role training	9:00 AM
Role-play 1 of existing methods, performance assessment, intro to the five elements of lean, and problem solving on two of them: <ul style="list-style-type: none">▪ Performance management▪ Operating system	10:00 AM
Lunch	12:00 PM
Reconfiguration of work area and role play 2	1:00 PM
Performance assessment, and problem solving on two new elements of lean: <ul style="list-style-type: none">▪ Mindsets and behaviors▪ Organization and skills	2:00 PM
Reconfiguration and role play 3	3:00 PM
Performance assessment and problem solving	3:30 PM
Review and discussion	4:30 PM

You will complete common activities such as touring the processing center, processing customer orders, and engaging in team meetings.

Later, you will deconstruct these experiences, problem-solve on challenges and implement solutions.



Integrated call center program

You will participate in the lean transformation of Peachtree's call center as a frontline employee, handling customer inquiries, and experimenting with routing, IVR design, and call flows.

Later, you will deconstruct these experiences, problem-solve on challenges and implement solutions.

This program also features a peek at the Call Center of the Future, allowing you to experience emerging call center technologies, along with techniques and infrastructure to lower costs, and drive revenue and quality.

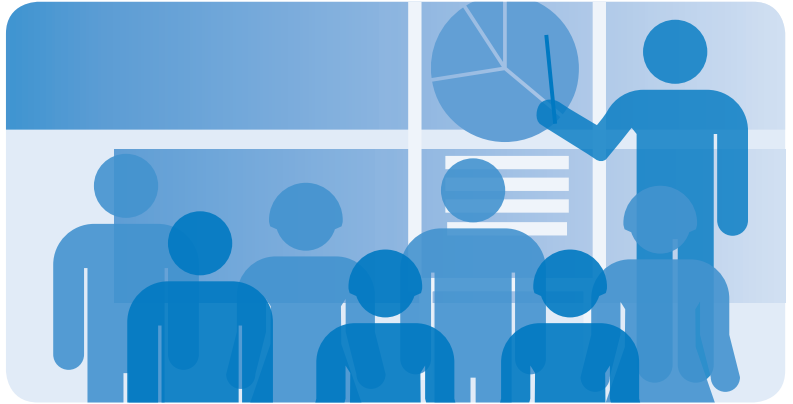


Sample one-day agenda

Welcome video from CEO and role training	9:00 AM
Role-play 1 of existing methods, performance assessment, intro to the five elements of lean, and problem solving on opportunities to apply lean management	10:00 AM
Lunch	12:00 PM
Reconfiguration of work area and role play 2	1:00 PM
Performance assessment, and problem solving	2:00 PM
Gallery walk of Call Center of the Future, with advanced techniques and infrastructure	3:00 PM
Discussion of how lean supports implementation of Call Center of the Future	4:00 PM
Review and discussion	4:30 PM

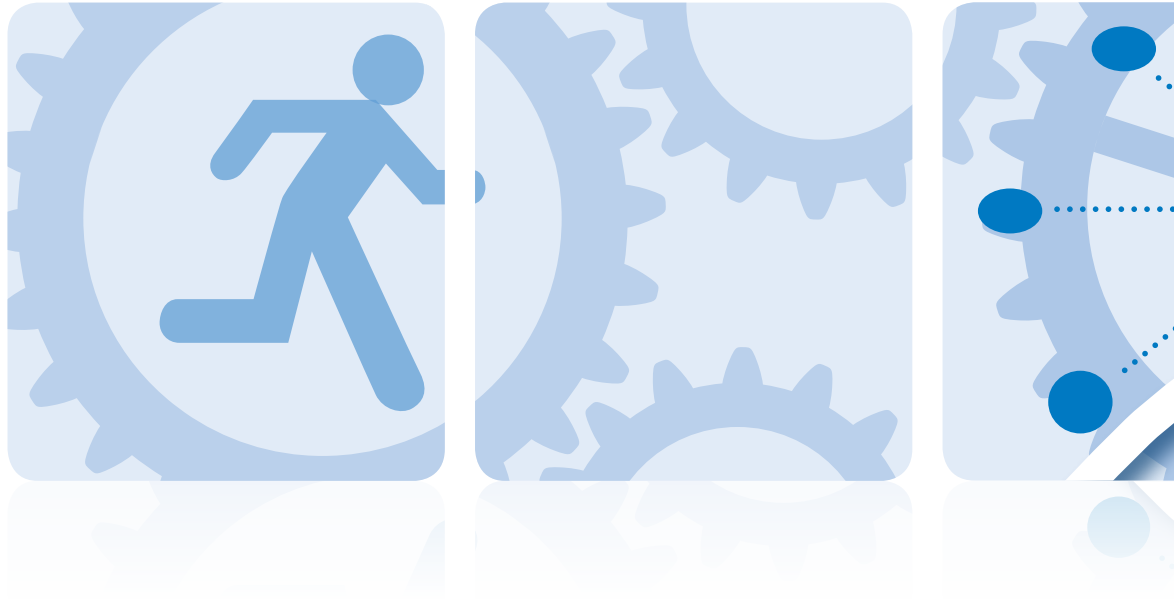
How to sign up

Our programs are structured as one-day workshops, each attended by 10-30 people who are considering starting a lean management transformation, or have already started, but want to learn from others' experiences.



To register for a program, please reach out to:
mcc-atlanta@mckinsey.com

Please note that programs tend to fill up quickly, so please check with us on availability.



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