

“Martin and Osterling have created the new bible for value stream mapping.”

– Art Byrne, former CEO, The Wiremold Company and author, *The Lean Turnaround*

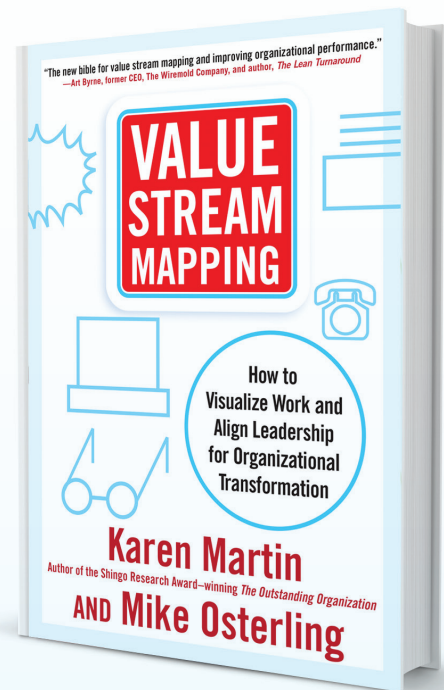
What if your leadership team was truly aligned on how best to deliver customer value?

Properly executed, value stream mapping is a highly effective means to transform leadership thinking, define improvement strategy and priorities, and create customer-centric work flow.

In this ground-breaking guide, business performance improvement experts Karen Martin and Mike Osterling present a practical way to:

- **Prepare and engage** your leadership team in the transformation process.
- **Gain clarity** about your current work systems and the related barriers to delivering value.
- **Design** a future state that enables outstanding performance on all fronts.
- **Adopt** the new design and lay the foundation for continued improvement.

Whether you are a novice, experienced improvement practitioner, or senior leader, *Value Stream Mapping* will help your team design and operate your business more effectively—in *any* environment.



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Karen Martin is President of The Karen Martin Group, Inc., a firm that specializes in business performance improvement and Lean management practices. She teaches at the University of California, San Diego and authored the Shingo award-winning *The Outstanding Organization*.



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Mike Osterling has been leading organizations on their Lean Transformation Journey for more than 15 years. He's the President of Osterling Consulting, Inc and a co-founder of San Diego State University's Lean Enterprise certificate program.

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