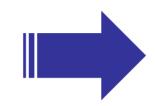
# Britest Methodology Implementation

## Moving from 'product by process' to 'product by understanding'

#### Why?

Speed

Better reliability and quality Robust intellectual property Lower investment and operating cost Less risk when making changes Create and share knowledge: improve organisational and individual capabilities



#### How?

**Britest Core Tools & Methodologies** Dynamic process modelling On-line analysis (PAT) **Process intensification** Knowledge management

## A structured approach to implementing and embedding Britest



#### Leadership

- New Process Development Manager position
  - Credible / authoritative figure
  - Visible support at VP level
  - Implement process development tools
  - Act as change agent



#### **Training Approach**

- Everyone in product & process development
- Use of 'real' Infineum process examples
- Britest team deliver / assist in training on:
  - 1. Core Tools & Methodologies
  - 2. Facilitation Skills



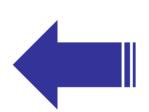
### **Training Implementation**

- 120 colleagues (~90-95% of target) in Year1
- Others trained through project participation
- Training sessions as needed to capture new colleagues



#### **Promote Awareness**

- Promote via early success stories
- Horror stories with shocking discoveries about existing processes are just as valuable!
- Facilitator community advertisement delivered to 12 groups and ~200 colleagues worldwide
  - awareness flyer and presentations



#### **Embed in business processes**

Formal, facilitated sessions (2-3 per quarter)

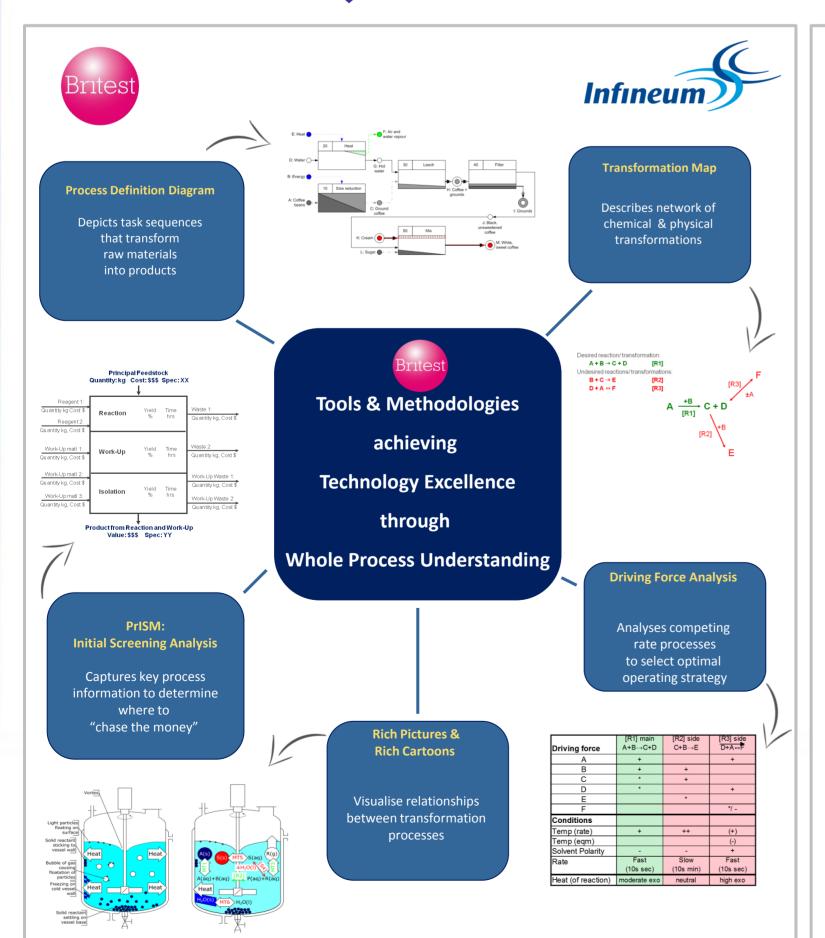
- Use of Britest tools in 'everyday' situations
- Become the 'norm' in all product and process development activities
- Simple guide to show what is used and when



#### **Create facilitator community**

- 10 colleagues from technical community
- Champion use of current tools; evaluate other tools and recommend new applications
- Plan & facilitate sessions
- Provide 'in-kind' input to innovation program
- Use Sharepoint site as collaboration hub





#### **Britest Tools & Methodologies Whole Process Understanding**

Initial Screening Analysis (ISA) Process Information Summary Map (PrISM) Process Definition Diagram (PDD) **Transformation Map** Driving Force Analysis (DFA) Rich Pictures & Rich Cartoons (RP&RC)





WE HAVE THE COLLABORATION TOOLS	
START BUILDING AND SHARING KNOWLEDGE	
BRITEST FACILITATION COMMUNITY	
CONTACT A SESSION FACILITATOR	
Linden, NJ	Milton Hill, UK
Facilitator A	Facilitator A
Facilitator B	Facilitator B
Facilitator C	Facilitator C
Facilitator D	Facilitator D

## Value gained

- Facilitation community collect case studies
  - financial value or capacity gained • capture learning and best practices
- Tangible benefits:
  - significant cost savings where knowledge gained has led to improved resources • not always easy to separate Britest impact
  - from overall improvement in understanding
- Soft benefits:
  - structured collaboration enables organisational knowledge transfer
  - states 'real' knowns and identifies important
  - unknowns to be investigated helps think about problems at right depth
- Snr Leaders asking right questions (Schein)
- Keep up the momentum
- Participate in development & deployment of new tools through in-kind contribution
- Occasional use of Britest staff to facilitate complex activities
- Use of Britest tools for technology transfer to 3<sup>rd</sup> parties where permitted



Performance you can rely on.