



Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company

By *Norbert Majerus*

[Download now](#)

[Read Online](#) 

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus

In 2005, Goodyear's research and development (R&D) engine was not performing up to its full potential. The R&D organization developed high-quality tires, but the projects were not always successful. Goodyear embarked on a major initiative to transform its innovation creation processes by learning, understanding, and applying lean product development principles. Within five years, Goodyear saw its product development cycle times slashed by 70 percent, on-time delivery performance rise close to 100 percent, and throughput improve three-fold – all achieved with no increase in the R&D budget.

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company describes in great detail how the Goodyear team was able to achieve such significant improvements. Revealing the ups and downs of this successful transformation, the book shares experiences of how this seismic change was managed, how people were engaged, and how Goodyear dramatically reinvigorated its product development and innovation processes—and, in the process, delivered substantial more value to customers and to the company.

The book also explains how lean product development helped Goodyear dramatically improve revenue by having every new product available when the market needed it. Presenting wide-ranging perspectives from all levels of leadership, this book is ideal for anyone in R&D daring to take on a lean initiative in R&D or who is struggling with a lean transformation that is not delivering to its full potential. Since the book focuses on universal lean principles, it is as insightful to other manufacturing and nonmanufacturing disciplines in any industry as well.

The book presents invaluable insights gained by the author during his 36 years within Goodyear, of which 10 have been directly involved in trying to develop, implement, and sustain lean to achieve the company's business objectives. It distills ideas, practices, failures, and successes into key principles that lean

product development practitioners can easily implement.

After reading this book, you will gain a practical path for applying lean to the innovation processes of your organization, including where to begin and what to do, regardless of the industry and the status of your transformation.

Watch Norbert Majerus discuss **Lean-Driven Innovation** at:

<https://youtu.be/yIIJEMJIcyA>

 [Download Lean-Driven Innovation: Powering Product Developme ...pdf](#)

 [Read Online Lean-Driven Innovation: Powering Product Develop ...pdf](#)

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company

By *Norbert Majerus*

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company

By Norbert Majerus

In 2005, Goodyear's research and development (R&D) engine was not performing up to its full potential. The R&D organization developed high-quality tires, but the projects were not always successful. Goodyear embarked on a major initiative to transform its innovation creation processes by learning, understanding, and applying lean product development principles. Within five years, Goodyear saw its product development cycle times slashed by 70 percent, on-time delivery performance rise close to 100 percent, and throughput improve three-fold – all achieved with no increase in the R&D budget.

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company describes in great detail how the Goodyear team was able to achieve such significant improvements. Revealing the ups and downs of this successful transformation, the book shares experiences of how this seismic change was managed, how people were engaged, and how Goodyear dramatically reinvigorated its product development and innovation processes—and, in the process, delivered substantial more value to customers and to the company.

The book also explains how lean product development helped Goodyear dramatically improve revenue by having every new product available when the market needed it. Presenting wide-ranging perspectives from all levels of leadership, this book is ideal for anyone in R&D daring to take on a lean initiative in R&D or who is struggling with a lean transformation that is not delivering to its full potential. Since the book focuses on universal lean principles, it is as insightful to other manufacturing and nonmanufacturing disciplines in any industry as well.

The book presents invaluable insights gained by the author during his 36 years within Goodyear, of which 10 have been directly involved in trying to develop, implement, and sustain lean to achieve the company's business objectives. It distills ideas, practices, failures, and successes into key principles that lean product development practitioners can easily implement.

After reading this book, you will gain a practical path for applying lean to the innovation processes of your organization, including where to begin and what to do, regardless of the industry and the status of your transformation.

Watch Norbert Majerus discuss **Lean-Driven Innovation** at: <https://youtu.be/yIIJEMJlcA>

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company

By *Norbert Majerus Bibliography*

- Sales Rank: #670168 in eBooks

- Published on: 2016-03-30
- Released on: 2016-03-30
- Format: Kindle eBook



[Download](#) **Lean-Driven Innovation: Powering Product Developme ...pdf**



[Read Online](#) **Lean-Driven Innovation: Powering Product Developme ...pdf**

Download and Read Free Online Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus

Editorial Review

Review

"Lean-Driven Innovation illustrates that the application of lean principles and practices entails more than simple cut and paste implementation of factory-floor practices to the complex knowledge work of engineering and innovation. Lean thinking applied to product and process development shares the basic principles of lean operations but goes about actualizing them in very different ways. In sharing the compelling story of applying lean principles to R&D processes in the large, global, complex enterprise that is Goodyear, Norbert Majerus offers a path for improving innovation processes that readers will find practical and applicable regardless of their business type or company size."

?John Shook, Chairman and CEO, Lean Enterprise Institute

"Lean-Driven Innovation provides a set of guiding principles for how to build an innovative organization that are based on science and hard-won experience. The principles are brought to life by great examples from Goodyear's impressive lean transformation in R&D. This is a must-read for innovation leaders. Although based on a transformation in R&D, the thinking applies equally well to software development and other project-based knowledge work."

?Peter T. Ward, Director, Center for Operational Excellence, The Ohio State University

"A candid and well-told story of the process by which a strong and innovative engineering culture incorporated the powerful principles of lean product development."

?Don Reinertsen, Author of *The Principles of Product Development Flow*

"Norbert's work is a particularly impactful effort as it is not purely academic or theoretical, but rather based and vetted upon the years of hard-fought experiences and knowledge gained at Goodyear throughout its lean product development journey. Readers will undoubtedly gain insights into a number of promising continual improvement processes that may be applied at their companies for immediate and positive impact."

?Rich Gildersleeve, Chief Technology Officer, DJO LLC

"In **Lean-Driven Innovation**, Norbert Majerus brings insight and understanding to how Goodyear successfully applied lean principles to its R&D processes, and he offers readers the know-how and encouragement to do the same. The book is especially effective at showing how Goodyear has been able to make its R&D capacity visible and manageable, repetitively surfacing and resolving constraint issues and regularly improving the innovation process. These principles will help non-manufacturing processes far beyond R&D as well, such as administration, services, and healthcare."

?Peg Pennington, Executive Director, Center for Operational Excellence, The Ohio State University

"Norbert Majerus is a remarkable engineer and an extraordinary storyteller. This book tells the story of how he and his colleagues have taken their understanding of the basics of lean and applied it to the difficult task of product development. He is one of the few people I know who has so completely absorbed the concepts of the book, *Factory Physics*, that he has been able to apply them in a completely new environment?product innovation."

?Mark L. Spearman, Co-author of *Factory Physics* and Former Department Head, Industrial and Systems Engineering, Texas A&M University

"When I first got to know Norbert Majerus at an LPPDE conference some years ago, I felt he was a remarkable man. He was sure of his deep knowledge, but he also was very interested in learning more, a lot more. This is a sign of a true lean practitioner. In **Lean-Driven Innovation**, Norbert shares some of his deep knowledge with us, and puts it in place with clear principles and real examples. He shows that focusing on true customer value instead of the traditional focus on R&D cost really pays off, and that building new value streams is the true objective for a product development organization. I love the last chapter *Lean Never Ends*, showing that the journey has just begun!"

?Peter Palmer, Senior Manager Process Support, Scania, and Board Member of LPPDE

About the Author

Beginning in 2005, Norbert Majerus has implemented a principles-based lean product development process at the three global innovation centers of The Goodyear Tire & Rubber Company, first in Akron, Ohio, and then in Colmar-Berg, Luxembourg, and Hanau, Germany. For nearly a decade, he has been Goodyear's lean champion in research and development.

Mr. Majerus, born and raised in Luxembourg, began his career at Goodyear in 1979 with responsibility for materials development, aircraft tires, and competitor benchmarking. In 1983, he moved to Akron to start a "short assignment" in innovative products, which continues to this day. During that time, he was a recipient of discretionary funding for a revolutionary new product and manufacturing process, and he earned more than 60 patents and trade secrets (patentable ideas that the company chose not to patent).

Further assignments in Akron have included innovative processes; new tire development and project manager for North American, Asian, and European OEM customers; corporate benchmarking; design and test standards; activity-based R&D accounting; ISO/QS certification; and more.

Majerus acquired a six sigma master black belt in 2003 and a lean master black belt in 2005. He holds a master's degree in chemistry from the Universitaet des Saarlandes, Saarbruecken, Germany.

Users Review

From reader reviews:

Raymond Custer:

With other case, little men and women like to read book Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company. You can choose the best book if you want reading a book. Given that we know about how is important a book Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company. You can add understanding and of course you can around the world by just a book. Absolutely right, because from book you can learn everything! From your country until foreign or abroad you can be known. About simple issue until wonderful thing you can know that. In this era, we can easily open a book or perhaps searching by internet system. It is called e-book. You can utilize it when you feel weary to go to the library. Let's study.

Debra Davis:

The book Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber

Company make you feel enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can being your best friend when you getting pressure or having big problem together with your subject. If you can make reading a book Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company to be your habit, you can get more advantages, like add your personal capable, increase your knowledge about a few or all subjects. It is possible to know everything if you like open up and read a reserve Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company. Kinds of book are several. It means that, science guide or encyclopedia or other individuals. So , how do you think about this e-book?

Coleman Bailey:

In this 21st one hundred year, people become competitive in every way. By being competitive right now, people have do something to make them survives, being in the middle of the crowded place and notice simply by surrounding. One thing that oftentimes many people have underestimated the item for a while is reading. Yep, by reading a reserve your ability to survive increase then having chance to stand up than other is high. For yourself who want to start reading a new book, we give you this particular Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company book as beginning and daily reading e-book. Why, because this book is more than just a book.

Modesto Delarosa:

Often the book Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company will bring you to the new experience of reading some sort of book. The author style to spell out the idea is very unique. Should you try to find new book you just read, this book very suited to you. The book Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company is much recommended to you to see. You can also get the e-book in the official web site, so you can more readily to read the book.

Download and Read Online Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus #DK9WM6N0SQH

Read Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus for online ebook

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus books to read online.

Online Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus ebook PDF download

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus Doc

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus MobiPocket

Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus EPub

DK9WM6N0SQH: Lean-Driven Innovation: Powering Product Development at The Goodyear Tire & Rubber Company By Norbert Majerus