Using the Hero’s Journey to Achieve Lean Cultural Transformation
Silos – where all Lean Journeys begin

Customer required
Project Manager understood
Architect designed

Designer developed
Business Consultant described
How Project was documented

Operations installed
Customer billed
Customer really needed
Perception and Perspective

- Perception – the interpretation of sensory information in order to represent and understand the environment

- Perspective – a particular attitude toward or way of regarding something; a point of view or lens from which you look through
Quack or Hop?
Don’t Blink!
360° of Perspective

- Mediator
- Boss
- Perfectionist
- Epicure
- Gut
- Head
- Giver
- Loyal Skeptic
- Romantic
- Observer
- Performer
Three Questions?

• What about your type/perspective allows you to embrace lean thinking?

• What about your type/perspective helps explains any reservations you have/add about lean thinking?

• How could you use the answers from questions 1 and 2, to help engage others with the same type/perspective to answer the Lean “Call to Adventure”? 
Personal Awareness

Intelligence
- Collective
- Ecological
- Social
- Emotional
- Human
  - Neuroplasticity
- Fixed/Growth Mindset
- 360° of Perspective

Lean Applications
- Operations
- Government
- Education
- Healthcare
  - Target Value Design
  - Last Planner System
- Built Environment
- Manufacturing
- Personal/Home
360° of Perspective & Level of Awareness
Traditional Organization
Cultural Transformation
Culture Transformation - **Pull**

- Empower people
- Communicate the vision
- Develop a clear shared purpose
- Create a guiding coalition
- Establish a sense of urgency
Are you up for an Adventure?
"THE CAVE YOU FEAR TO ENTER HOLDS THE TREASURE YOU SEEK."

- Joseph Campbell
Hero’s Journey
Cultural Transformation

Lean Construction

Adjust  Plan

Study  Do
Adjust  Plan  Study  Do
Cultural Transformation

Lean Construction
Traditional Construction

New Knowledge
1:_________
2:_________

New Skills
1:_________
2:_________

New Challenges
1:_________

New Enemies
1:_________

New Friends
1:_________

New Mentors
1:_________

Call to Adventure
Refusing the Call
Mentor:_________

Crossing the Threshold
Path of Trials
1:_________
2:_________
3:_________

Status Quo
Spaces app: Hero’s Journey – Lean Construction
Silos - Everyone
You - 360° of Perspective
Team - 360° of Perspective - Level of Awareness
Lean Construction - Hero’s Journey
Transformation is Possible!

[Image of before and after transformation of building structure]