



A Visual Workplace • Visual Thinking

Creating Enterprise Excellence Through
The Technologies of the Visual Workplace

by **Gwendolyn D. Galsworth, Ph.D.**

For starters, let me say that your lean library is not complete without this book in it!

Flip through the pages of this book and you will be pleasantly surprised at the massive number of photos and illustrations—all in color, too! And why not! Color is fundamental to visuality!

Visual Workplace/Visual Thinking presents a comprehensive treatment of the basic principles and concepts underlying a visual approach in the workplace as well as the components of the powerful cultural conversion that typically results.

The book points out an example of visuality—being able to—rapidly walk through an unfamiliar airport without having to constantly stop and ask for directions. That is visuality at its finest.

Based on nearly 25 years of research in the field that both surfaced, tested and validated visuality as a transformation methodology, this book captures the basic building blocks of the true relationship between visual and lean. For example, visual and lean are partners in the relentless elimination of waste, with each attacking waste in uniquely powerful ways.

But visual does more, as the book's many insets and anecdotes attest, bringing into sharp focus the impact that visuality has on the enterprise, its managers, its workforce and customers. The author puts a face on this cultural conversion as she describes the new paradigm of power: unity—a blending of the top/down command and control approach with that of empowerment, its mirror opposite. We learn that visuality does more than simply infuse information into the environment of work. It liberates that information so that anyone and everyone who needs it can access it equally. In doing so, visual information sharing liberates the human will. And when the human will is liberated, it is free to align with the corporate intent. This is the path to cultural conversion—and the critical juncture point in any company's journey to enterprise-wide excellence.

The author has two primary frameworks for implementing and sustaining visuality in the enterprise: the *Ten Doorways* into visuality and the implementation pathway. Through the many examples and relevant explanations in these pages, we come to understand that the entire workforce can contribute to the visual language of the organization across a precise spectrum of technologies that can make those contributions complete.

The book concludes where it began, with the understanding that visual and lean are inextricably linked, yet powerfully distinct. As we read the author's description of the *Visual-Learn® Alliance* (also anchored in many photographs), we come to understand how critical it is to allow visual devices and systems to do their work and not ask lean to carry the entire burden of transformation. For indeed, that burden is false because the work is meant to be shared—pull and information...information and pull. Visual and lean...lean and visual. This book makes a compelling case for that outcome.

We have seen numerous books that employ elements of visuality in order to maximize their lean achievements, but Dr. Galsworth's book raises it to a fine art form! Your lean education is not complete until you have "journeyed" through her amazing book.

Published by Visual-Learn® Enterprise Press, 2005, Portland, Oregon USA • Shingo Research Prize Recipient

236 pages, with over 200 full-color photographs + 50 full-color figures & charts. Perfect Paperback. Size: 6.5" x 9"

\$55 each (+ shipping) To order, visit: www.visualworkplace.com