

# KAIZEN

## How Small Daily Changes Can Transform Your Business

*“Besides your engaging and energizing style, you presented incredible content with practical approaches for real-life application. I especially appreciate your original thinking, which ensures your content is unique and refreshing.”*

*E.S.P.W.*

Big goals are great but they can sometimes be overwhelming. Increase sales by 25%, increase output without new resources, create the next best widget, reduce costs, or get more done in less time. Maybe you have a few rah, rah meetings to fire people up. You might even offer great financial rewards for success. But change is difficult and although they may try, many employees become frustrated, fearful, and flounder.

There is a better way – one that really works. It’s called the Kaizen Way. Rooted in the two thousand year old wisdom of the Tao Te Ching, Kaizen is the art of making great and lasting changes through small steady steps.

Research has proven that small simple steps trick our brains to avoid the overwhelm factor. Then we are free to think more clearly and be more creative. More often this seemingly slow method gets exponential results. If you want Big think Small. If you want Fast go Slow.

Many companies have used the principles of Kaizen to foster a mindset of continuous improvement and ultimately outperform competitors. Hear how they have done it and learn how you can apply the same techniques to get the results you want.

Depending on the length of program you select participants will;

- Learn the key to asking the “right” questions for progress
- Understand how to create new “software” in the brain
- Learn why small rewards work better than large ones
- Make the small ideas concept part of the culture
- Determine your organizations’ first small steps to a Big future
- Measure progress with the “small steps tracker”

As the old saying goes, “A project gets a year behind one day at a time.” To ensure your organizations’ success, don’t think big, think small.

**Note: This program may be directed to solving specific problems in an organization.**

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