THE HYPOTHESIS OF A NEW APPROACH TO LEAN PRODUCTION INTO THE CONTEXT OF LEAN THINKING

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Business success is to set strategy of company and also its effective realization.
The conception of «Lean Production» is the most successful and modern conception of management business.
Why such a successful system like Lean Production is not working in the Russian context?

Why the tools and principles of Lean Production do not take root in people's minds?
Two main problems

Problem of correct perception and using of the terms of Lean Production;

All the books about «Lean production» were written by American researchers.
Making decisions

Solutions OF

Problem 1

Creating the orthoepic content table of definition LP terms

Creating a logical connection between the terms of the concept of «Lean production»

Problem 2

Using the theory of Noosphere Thinking
Logic connection between the values of key terms used in the concepts of «Lean Production»
## Orthoepic content of the terms of Lean Production

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Lean Production</td>
<td>The concept of management, focused on the struggle against the losses of all kinds in all subsystems of the operating organization. A set of techniques developed through the creation of sustainable value for customers, employees and owners with a minimum time, cost and errors. Style of management organization, where the main emphasis is on education of gifted people, cross-training, strategic thinking as a higher and the lower layers of the organization.</td>
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<tr>
<td>Lean Manufacturing</td>
<td>Transformed the concept of lean production, which covers all the subsystems of the operating system business (management, marketing, information technology, etc.)</td>
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<tr>
<td>Lean Thinking</td>
<td>The philosophy of lean production, aimed at combating all types of losses in all spheres and at all levels of the company.</td>
</tr>
</tbody>
</table>
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Problem 1
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Problem 2
Using the theory of Noosphere Thinking
Noosphere Thinking

«Noosphere» means «the human mind»;

The evolution of human development involves the development of modern technologies, concepts and ideologies.
Noosphere Thinking

Man – Nature – Society – Space

Man is a moderator of nature
1. Man is a matter of nature;

2. Noosphere - is a re-evolutionary experience of biosphere (human activity);

3. Civilization of human culture (intellectual and cultural development/growth of humanity) is strongly bonded with the evolution of the biosphere;

4. The barbaric attitude to the biosphere leads to the threat of global ecological disaster, the production of weapons to mass destruction, personal degradation and decline of world civilization.
«Thinking Operational System of Business»
Conclusions

• Russian companies need their own unique concept in business management.
• Unique concept is a combination of lean thinking, thinking of the principles of production and innovation.
Thank you!