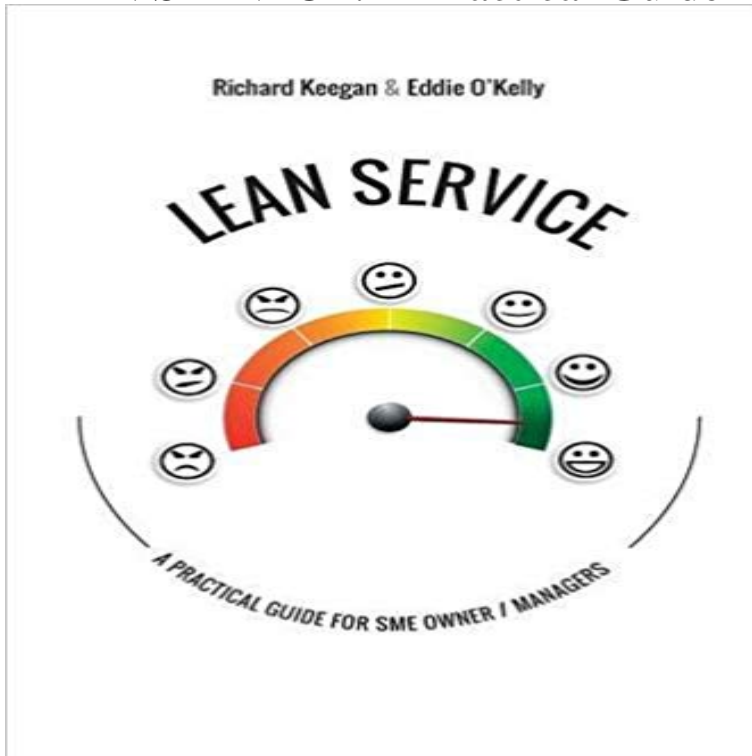


# LEAN SERVICE: A Practical Guide for SME Owner/Managers



Lean is about VALUE ... the creation, delivery and retention of value. In a service business, the delivery of value is very much customer- or client-dependent. The client defines what they see as value, not the business. The most successful service businesses understand this very well and spend much time and effort working to better understand their customers and to meet their spoken needs and often unspoken wants. To understand how Lean concepts can be applied to a service business, you need to know a little about Lean Principles, Lean Rules, Lean Questions and Lean Tools. Read on ... LEAN SERVICE includes case studies showing how Lean Service has been applied in companies as diverse as Deutsche Post DHL, DirectSki.com, Grant Thornton, Irish Rail, Musgrave Group, Openet, Parker Advertising and Thornton Partners.

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