



Bridgetown

AUDIENCE

Managers, intact teams, and individual contributors.

Build the bridges of process improvement

Program Benefits

Bridgetown, from experience it, inc., is a learning lab and simulation that equips participants with principles and practices for redesigning their work processes. Teams of participants are assigned to roles within competing bridge-building companies. Over the span of the learning program, participants learn and apply work process redesign principles and practical tools as they increase their bridge-building company's effectiveness and efficiency. The program culminates in a spirited competition in which one team's bridge and bridge-building process is declared the winner. Participants then plan for immediately applying these new skills and tools back on the job. After *Bridgetown*, participants will:

- Better understand work redesign and process improvement principles and practices
- Know how to identify process customers and understand their requirements
- Be able to apply work redesign and process improvement concepts, tools, and methods
- Be better able to apply team skills with their work teams
- Have a plan for applying new work process skills back on the job

Program Description

During the simulation, participants learn that the town Mayor has a significant problem: the *BridgeTown* River must be bridged. In fact, four bridges must be built. The contract has already been awarded to the local construction firm who will be assigning bridge construction to various teams within their company. The four project teams must each build one of the required bridges, which will be evaluated according to safety, timeliness, budget compliance, and appearance. Each project team has the opportunity to improve their bridge three times. Each building project round brings higher expectations from the Mayor, and higher industry standards. In the end, all project teams must improve processes in order to achieve success within this competitive environment.

Throughout this engaging learning program, participants are introduced to, and immediately apply, work process redesign principles and practical tools. Against the metaphorical backdrop of *BridgeTown*, they improve their processes with incredible results: substantially improved quality and safety measures, completion times that are decreased by 90%, and financial reductions up to 50%. Actual work teams complete the program with a plan to use the tools within their work areas, and with the support of Work Redesign/Process Improvement Facilitators to design follow-up programs for monitoring the teams' results. Individuals complete the program equipped and inspired to contribute to improving processes and their company's results.

Implementation/Customization

Bridgetown is a 2-day experience that includes workshops and the simulation. It is appropriate for 14-28 participants. The program is used as a stand-alone learning event for individual contributors, intact teams and managers. It can also be incorporated in broader organizational training and development programs, as well as be customized as a scaled-back program for conferences.