

# MID ATLANTIC

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### NEW JERSEY

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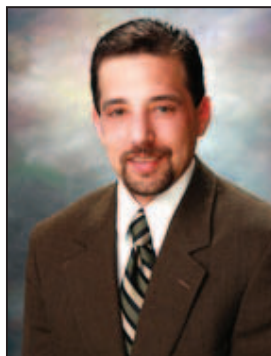
## Lean thinking is green thinking

The eco-revolution is inescapable and rightfully so. Everywhere we look, there are green buildings, green consultants, green vendors, and green consumers. Privately-held and public companies as well as real estate owners and investors, government agencies and non-profit organizations are making efforts toward raising their collective consciousness of both personal and planetary well-being. Finally, it is en vogue to be energy efficient, promote conservation, and generally aware of the limits of our natural resources.

We, at Change & Response Strategies, have always taken the conservation of natural resources one step further as we assert that mother earth's natural resources include her people. Our philosophy is that a truly



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Green Business not only conserves and recycles energy and supplies, but strategically funnels the energy from its human resources to its highest and best use so as not waste time, effort, and money.

Adopted from "lean manufacturing" fathered by the likes of Frederick Taylor, W. Edwards Deming, Henry Ford, and Toyota's Taichii Ohno, the lean business model is not about doing more with less. The strategy is to do more with what you already have; swiftly developing people and resources to their highest and

best use.

The primary objective of the lean business model is to design business processes and procedures that reduce process cycle time and variance, eliminate waste and the probability of errors, uncover hidden capacity, decrease learning curves, improve service quality, and subsequently increase process output capacity. Behind any internal (departmental, interdepartmental, or organization-wide) or external output from invoice approval and payment (internal) to processing

a closed sale (external) is a process that is often unnecessarily complicated and burdened with unnoticed waste and inefficiencies which cost companies and their clients time and money.

Lean business fundamentally begins with a top-down organization-wide commitment to observe, un-learn, experiment, work smarter not harder, and most importantly break old habits and the "we've-always-done-it-that-way" paradigm. Irrespective of company size, industry sector, scope of services and customer base, lean business techniques have been successfully applied by leading organizations and small to mid-size companies around the world.

By adopting a lean business model also known as "thinking lean", your organization is better pre-

pared to anticipate, flex, and respond to abrupt changes in the global economy, increased competition, scarce availability of a qualified workforce and other issues that plague the minds of executives and business owners through the incorporation of continuous improvement. A truly lean organization continuously identifies, reduces, eliminates, standardizes, and improves its processes and therefore the performance of its people.

Thinking lean with its focus on continuous improvement spurs the momentum for the entire organization and its human resources to exist in a constant modality of anticipating, innovating, and looking for ways to improve in order to stay agile and competitive; in order to stay responsive and alive.

Lean Thinking is Green Thinking. ■