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### Companies being Lean

Companies have to adopt lean principles to survive in today's global competitive market environment. This requires the development of strategies that facilitate the organization's capacity to meet the needs of consumers with minimum resources. The need for institutions to adopt lean principles arises from the ever-reducing natural resources and the pressure from the government for businesses to adopt conservation measures (Sanders et al. 47). Additionally, the society expects companies to employ principles that manage the utilization of resources to minimize wastage and maximize on profitability. Lean business principles entail the procedures that institutions apply to make their companies more productive by using the available resources. For companies to achieve these production goals, it is necessary to adopt effective methods to manage waste without compromising the quality of products and services offered to the consumers. Lean business methods play a critical role in providing organizations with a competitive edge and should be adopted to increase profitability.

For an organization to become lean, it must set the clear and specific goals they want to achieve by developing the planned principles. Like any other strategy or activity in an organization, being lean requires clear objective that will allow the firm to decide on the methods and the extent to which they are applied (Jasti and Kodali 204). Companies become lean for different reasons and the extent of resources used to achieve this objective depends on the set requirements. Therefore, being lean requires businesses to set their objectives based on the

reasons creating the need for such methods. Additionally, companies become lean by targeting a specific resource that they feel will improve the company's productivity. The management of companies depends on the identification of the resources available and how they affect the efficiency of production. Lean principles target specific goals set by organizations to facilitate the success of companies in specific measures.

Companies become more lean by conducting a genuine and objective assessment of workplace practices. The overall goal of becoming more lean is to improve the capacity of the available scarce resources to improve the consumer experiences. Organizations must assess the existing production and business practices to identify areas that cause shortcomings in the achievement of their goals. Additionally, these companies must use the outcome of the assessment to identify the key areas of improvement that are aligned to the objectives of the company (Womack, and Jones 65). Different strategies will provide varying outcomes for managers and organizations. Therefore, the companies must identify the most effective approaches that best meet the performance expectations of the consumers. The measurement of the existing strategies and their performance outcomes indicate the areas of improvement that have the most positive impacts on productivity.

Moreover, organizations must undertake strategic talent development practices to facilitate the adoption of lean principles. The effectiveness of the production process is heavily dependent on the workforce of a company (Sanders et al. 55). The employees are responsible for the identification of areas in productivity that could be opportunities to cut the costs of operations and manage waste. Additionally, the workers contribute to wastage if they are pressures to achieve unattainable goals by their managers. Employee training and talent development is a chance for the managers to assess the effectiveness of the principles adopted to

increase efficiency in the production process. When the workers reject the proposed changes in an organization, it is unlikely that the managers succeed in achieving the said goals (Jasti and Kodali 201). To bring the employees on board with the changes, the company must undertake a strategic talent development exercise to ensure the workers are capable and willing to support the organizational changes. Such talent skills include the capacity of the marketing and sales teams to identify new and available markets that will promote the company's growth.

Marketing plays a critical role in lean management practices since it facilitates the growth of the company amid the limited resources. In the current competitive market, managers have to keep updating their principles of marketing to perform effectively. The development of the internet has created opportunities that allow businesses to reach consumers in new and interactive ways (Panwar et al. 574). A decade ago, companies were limited to the use of mass media here there was little or no response from the consumers on how they feel about the products, services, or marketing strategies. Today, the internet has offered the consumers power to respond and give their views on organizations. The marketers can learn about how the consumers feel about the marketing methods they used minutes after their ads have been released into the market. Effective marketing strategies are a key way to improve the cost effectiveness of operations in organizations.

Lean principles rely on the preventive and the corrective strategies used to manage waste in organizations. Preventive measures are the approaches that companies use to reduce the wastage of human and material resources in companies. Companies analyze their planned production methods and determine areas in which the firm may lose money during the process of production (Panattoni et al. 189). This process involves the creation of models and tests to identify the manufacturing and service delivery strategies that produces maximum effectiveness

in the company. On the other hand, corrective strategies are dependent on the ability of the company to adopt changes to meet the consumers' expectations. The feedback from customers, the analysis of financial results indicate the ways through which the company could apply lean principles. A combination of preventive and corrective performance improvement strategies is critical to facilitate the effectiveness of organizations.

Having assessed the impact of the lean principles in an organization, the next step is to plan for improvement. This strategy involves the development of measures through which the firm can make the performance more effective. Growth is a necessity in an organization and stagnation is the beginning of a downfall for most companies (Tamburrano et al., 245). Even when the best strategies adopted by a company have some room for improvement and growth. The managers must keep looking for ways to make their production and service delivery more suitable to the needs of the consumers. Additionally, market changes are unpredictable and could sometimes be costly to managers who fail to plan for adaptability. Organizations must create opportunities for change when they face challenging shifts in the market such as changes in consumer needs. Improvement in strategic principles is a necessary factor in organizational adoption of lean practices.

Lean practices are the methods used by companies to improve their capacity to meet the needs and the expectations of consumers at effective cost rates. The diminishing resources and global competition require companies to develop methods to deal with the challenging markets. Each firm has its opportunities and unique challenges influencing lean management. The approach taken by managers to develop lean principles should be informed by the resources available for the achievement of such goals.

## Works Cited

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