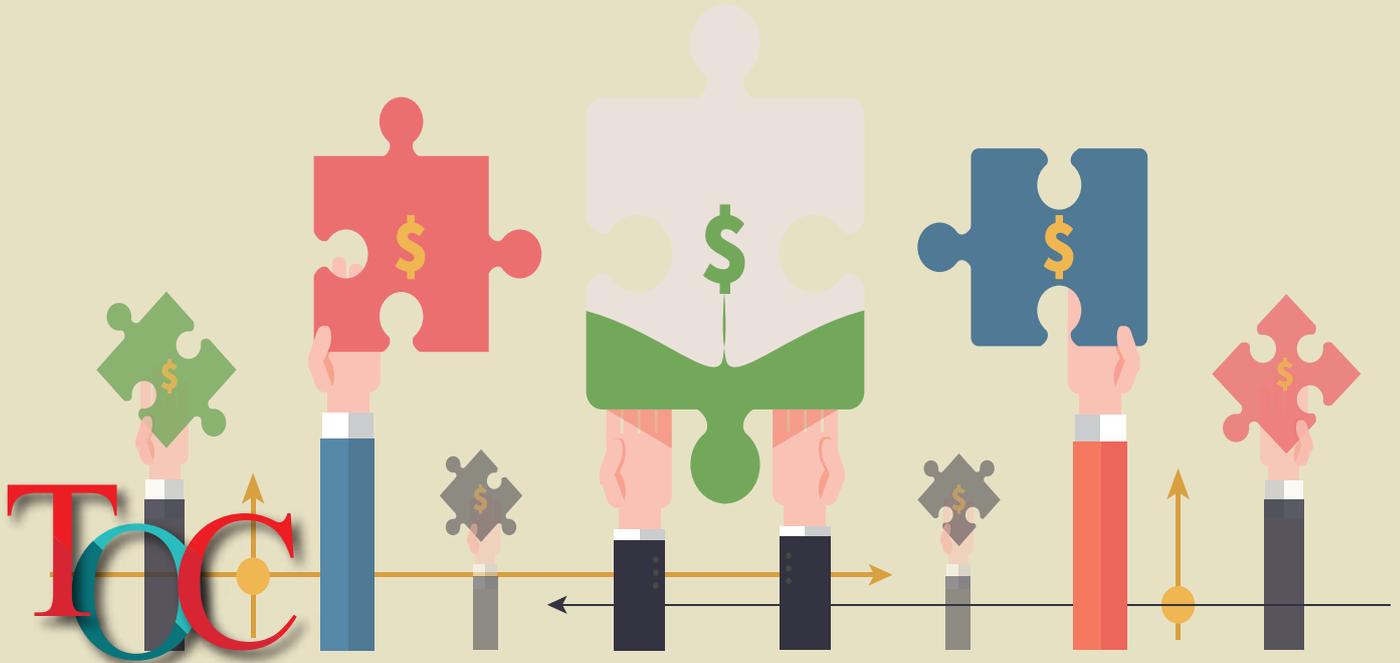


TOC Korea Conference 2017

'Focus Management Guaranteeing On-going Maximal Performance'

Date: November 8th, 2017 Venue: Conference Room #307, KOEX, Seoul, Korea



Keynote Speeches

Namkee Chung (TOC Korea Association, President)

“TOC Implementation Roadmap – How to Focus?”

Carol Ptak (Demand Driven Institute, Partner)

“The Search for Relevant Information”

Workshop

Carol Ptak (Demand Driven Institute, Partner)

“Precisely Wrong”

Cases and Methodologies

- A CCPM Application Case for Development of Medical Instruments
- A Case of Applying CCPM to a Construction Project of Airfield Lighting Facilities
- A TOC Application Case in Chuk Hospitals in Seoul and Eijeongbu, Korea
- A Case of Running a Peer Mediation Group by Using TOCfE Thinking Tools
- A Case of Designing a Teaching Plan by Using a Transition Tree
- Guidelines for Effective Application of DDMRP
- Financial Throughput Accounting for TOC Management
- How to Operate a CCPM PMO (Project Management Office) for Running an Organization according to its Strategy
- Comparison of Theory and Implementation of CCPM
- A Method for Making the Best Use of the Cloud Thinking Tool - Mistakes in Use of Cloud and a Preventive Measure



TOC is sometimes called 'the physics of management' because TOC finds and solves the core problems in the management of an organization.

Solving the core problem has a ripple effect: Newton's law of gravity has broken the earth-centered cosmology, and Pasteur's penicillin discovery has opened a new world of disease treatment. TOC solves the core problem of management, achieving two mutually traversal goals of growth and stability at the same time. Any industry or any organization regardless of size can achieve this.

The history of TOC now exceeds 40 years, and its founder Dr. Goldratt passed away six years ago. At this year's TOCICO International Conference in Berlin, Germany, Microsoft and Toshiba have demonstrated success, and several companies in India have shown their continued success of TOC-based management. TOC is still spreading and contributing to achieving business performance.

It seems that Korea has not yet fully utilized the potential of TOC. Fortunately for the last 15 years, TOC Korea Association has been continuing to spread and apply it. In particular, this 16th conference invites the honorary Carol Ptak (DDI). Her keynote lectures and workshops will give us a deeper insight into the fundamental problems of management and how to apply them.

We are now experiencing uncertainty in many places and are facing new environment. The TOC of "Solving Core Problems" can be a good measure. I invite you here.

2017.9

Namkee Chung

President of TOC Korea Association



Starting	Ending	Duration (min.)	Subject		
9:00 ~	9:25	25	Registration		
9:25 ~	9:35	10	Opening Ceremony		
09:35 ~	10:25	50	Keynote Speech - TOC Implementation Roadmap - How to Focus? Namkee Chung (President of TOC Korea Association)		
10:25 ~	10:40	15	Break		
10:40 ~	12:00	80	Keynote Speech - The Search for Relevant Information Carol Ptak (Demand Driven Institute)		
12:00 ~	13:00	60	Lunch		
13:00 ~	13:50	50	A1) A CCPM Application Case for Development of Medical Instruments - Bongjoon Kim (SK Telecom)	A2) A TOC Application Case in SeoulChuk Hospital in Eijeongbu, Korea - Sun Mi Park (Eijeongbu SeoulChuk Hospital)	A3) Financial Throughput Accounting for TOC Management - Cheonnyon Kim (Skyear Holdings)
13:50 ~	14:00	10	Break		
14:00 ~	14:50	50	B1) Comparison between Theory and Implementation of CCPM - Hyeontae Chang (TOC Vision)	B2) Precisely Wrong - Part 1 - Carol Ptak (Demand Driven Institute)	B3) A Case of Designing a Teaching Plan by Using a Transition Tree - In-Sik Choi (Korea Leadership Center)
14:50 ~	15:00	10	Break		
15:00 ~	15:50	50	C1) A Case of Applying CCPM to a Construction Project of Airfield Lighting Facilities - Nam Sok Lee (Korea Airports Corporation)	C2) Precisely Wrong - Part 2 - Carol Ptak (Demand Driven Institute)	C3) A Case of Running a Peer Mediation Group by Using TOCIE Thinking Tools - Byeongyuk Yun (Seoul Changil Middle School)
15:50 ~	16:00	10	Break		
16:00 ~	16:50	50	D1) How to Operate a CCPM PMO (Project Management Office) for Running an Organization according to its Strategy - Chanju Lee (TOC Vision)	D2) Guidelines for Effective Application of DDMRP - Jungsook Lee (TOC Vision)	D3) A Method for Making the Best Use of the Cloud Thinking Tool - Mistakes in Use of Cloud and a Preventive Measure - Wonjoon Choi (University of Ulsan)
16:50 ~	17:00	10	Q&A, Closing Session		

All sessions of Carol Ptak will be provided with interpretation.
7 PDUs can be earned for maintaining PMP certification.



Keynote Speech



TOC Implementation Roadmap – How to Focus? – Namkee Chung (President of TOC Korea Association)

In TOC, the meaning of 'constraint' is the same as the core problem, the fundamental problem. TOC focuses on constraints and achieves both growth and stability in a relatively short period of time.

This keynote first explains the real meaning of 'focusing on the constraints' through the success stories of a company and presents two principles to be followed in corporate management.

It also explains how to improve logistics, improve cash flow, and establish policies in accordance with this principle. These TOC solutions have big impacts on upgrading existing ERP, 6 Sigma, and Lean.

Finally, presented is a roadmap for implementation of TOC-based management. Some methodologies are presented in the areas of logistics, marketing/sales, management strategy, and leadership, focusing on 'constraints' under TOC management principles.

He is currently a professor of Dept. of Industrial Engineering at Chonnam National University, graduated from Seoul National University and received his Ph.D. in Management Science from KAIST.

He has conducted about 40 technical guidance projects in 12 companies over the past 15 years. He currently runs two talent donation classes: TOC for Education and TOC for CEO.

He is the author of four books on TOC: TOC Inventory Management (2013, English and Korean), TOC Raising Performance Up 200% (2005), TOC Golden Rules (2002), and TOC Management (1999).

Keynote Speech



The Search for Relevant Information – Carol Ptak (Demand Driven Institute)

Today organizations are frequently drowning in oceans of data with little relevant information and large stocks of irrelevant materials (too much of the wrong stuff) and not enough relevant materials (too little of the right stuff). When this occurs, there is a direct and adverse effect to return on investment. Sophisticated analytics of bigger and bigger databases does not solve the problem but rather deepens the ocean of data. Companies are search for relevant information so that decisions can be made that will contribute to ROI. A company cannot just indiscriminately move data and materials quickly through a system and expect to be successful. This presentation will show how relevant information will drive sustained ROI.

Carol Ptak is currently a partner with the Demand Driven Institute, and was most recently at Pacific Lutheran University as Visiting Professor and Distinguished Executive in Residence. She served as Vice President and Global Industry Executive for Manufacturing and Distribution Industries at PeopleSoft where she developed the concept of demand driven manufacturing (DDM).

Ms. Ptak's expertise is well grounded in over two decades of practical experience as a successful practitioner, consultant and educator in manufacturing operations. Her pragmatic approach to complex issues and dynamic presentation style has her in high demand worldwide on the subject of how to leverage these tools and successfully become demand driven.



A case study will be presented where CCPM was applied to a project for developing medical instruments. The deadline was met with CCPM. We will explain the circumstances why CCPM was introduced and how a progress report was done with CCPM. CCPM has been applied to another project in 2017. In this presentation, we also elaborate on the difficulties we met and how we resolved them

Bongjoon Kim
(SK Telecom)

A1

A CCPM Application Case for Development of Medical Instruments

TOC had first been applied at SeoulChuk Hospital in Seoul, whose results were presented at TOC Korea Conference 2016. Since then, TOC was applied further to another branch of SeoulChuk Hospital in Eijoengu. In this presentation, the improvement activities in operations of an MRI room, a rehabilitation center, and preoperative preparation processes will be explained along with the performance improvement results in regard to patient services, staffs' operations, and ROI.

Sun Mi Park
(Eijeongbu SeoulChuk Hospital)

A2

A TOC Application Case in SeoulChuk Hospital in Eijeongbu, Korea

While throughput profit-loss analysis is very critical in decision making and is a pivotal metric in TOC, domestic companies in Korea did not post publicly manufacturing cost information since 2003 and thus there has been no meaningful progress in research in the area of performance measurement in Korea. I already presented on a free cash flow index integrating the cost world and the throughput world in TOC Korea Conference 2015. The methodology has been extended since then. In this presentation, an algorithm for calculating the material cost easily and getting the throughput and free cash flow without using the manufacturing cost information. This algorithm has been successfully tested with actual data of many companies. It can be used as a powerful tool for analysis of enterprises.

Cheonnyon Kim
(Skyear Holdings)

A3

Financial Throughput Accounting for TOC Management

There can exist some difference between the theory of Goldratt's CCPM and an application logic for implementing it. With an analysis of typical CCPM applications in Korea, we deal with such differences as simplified buffer management and change of the critical chain, causes for them, and the pros and cons.

Hyeontae Chang
(TOC VISION)

B1

Comparison between Theory and Implementation of CCPM

Most people that deal with material requirements planning (MRP) systems on a daily basis know that something is and has been VERY wrong for many years. But do we really understand what the real issue is and just how devastating the problem becomes for supply chain management in general? What if there was one fatal flaw in MRP that makes it completely incapable of conveying relevant information? What if correcting this one fatal flaw allowed the promise of MRP to be attained?

Carol Ptak
(Demand Driven Institute)

B2

Precisely Wrong - Part 1

The purpose of education is not to convey knowledge but to help learners to study effectively. Recently there have been some movements to change education to learner-centered. But still most teaching methods are centered around changes in the teaching skills, not providing logically sound learner-centered teaching models yet. Thinking Process's Transition Tree can show an action and its results step-by-step and has a merit of considering both viewpoints of a teacher and learners. In this presentation, a case of applying Transition Tree to adult education will be shown and the usefulness of Transition Tree will be examined with a proposal of improvement.

In-Sik Choi
(Korea Leadership Center)

B3

A Case of Designing a Teaching Plan by Using a Transition Tree



We first explain the difficulties encountered with application of a patent process to an improvement project of airfield lighting facilities and how we made efforts to resolve them. Then we elaborate on how CCPM was launched and on the changes it brought.

Nam Sok Lee
(Korea Airports Corporation)

C1

A Case of Applying CCPM to a Construction Project of Airfield Lighting Facilities

Most people that deal with material requirements planning (MRP) systems on a daily basis know that something is and has been VERY wrong for many years. But do we really understand what the real issue is and just how devastating the problem becomes for supply chain management in general? What if there was one fatal flaw in MRP that makes it completely incapable of conveying relevant information? What if correcting this one fatal flaw allowed the promise of MRP to be attained?

Carol Ptak
(Demand Driven Institute)

C2

Precisely Wrong - Part 2

A peer mediation group was formed with leaders of the student council in a middle school. Thinking tools such as the cloud and the logical branch were taught to them to develop capacity of mediation. Members of the peer mediation group worked as mediators between students in conflict situations, bringing up peace in campus life.

Byeongyuk Yun
(Seoul Changil Middle School)

C3

A Case of Running a Peer Mediation Group by Using TOCIE Thinking Tools

According to the statistics announced by Standish Group, the success rate of projects is still low at 30~40%. And many companies even abandon their attempts to develop a strategic plan, since they experience a big gap between the plan and the outcomes. The reasons for the gap include too many projects running at the same time, the unbalance in the project mix, and inadequate relation of a project to its strategy goals. In this presentation, how to operate a PMO (Project Management Office) with TOC so that an organization runs well according to its strategy will be proposed.

Chanju Lee
(TOC VISION)

D1

How to Operate a CCPM PMO (Project Management Office) for Running an Organization according to its Strategy.

In 2011, Carol Ptak and Chad Smith launched Demand Driven Institute and published Orlicky's MRP 3rd edition. Since then, the demand driven MRP methodology was applied in various leading companies, yielding many good performances and becoming a standard of a demand driven SCM model in the new normal era. Many companies still suffer from a surplus and a shortage of inventory and thus struggle for enhancing their customer responsiveness without shortage and maintaining proper inventory level. DDMRP might be a solution for this. However, it is not that easy to apply DDMRP and get on-going performances right away. In this presentation, various cases of success and failure will be analyzed and guidelines for effective application of DDMRP will be proposed.

Jungsook Lee
(TOC VISION)

D2

Guidelines for Effective Application of DDMRP

Cloud is the most popular among the TOC thinking tools. Core problems of an individual or an organization are associated with conflicts, which can be defined with clouds. However, some mistakes are commonly made in surfacing assumptions and identifying a resolution, and thus the full potential is often not attained. In this presentation, we classify typical mistakes in surfacing assumptions and propose a method for getting a breakthrough easily without avoiding these mistakes.

Wonjoon Choi
(University of Ulsan)

D3

A Method for Making the Best Use of the Cloud Thinking Tool - Mistakes in Use of Cloud and a Preventive Measure