

# VISUAL MANAGEMENT FOR COMPETITIVE ADVANTAGE: MIT'S APPROACH TO EFFICIENT AND AGILE WORK



## WHEN

Apr 22–24, 2025 - live  
online

Nov 18–19, 2025 - in person

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## PRICE

\$4,700

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## WHERE

Live Online - Zoom

In Person - Cambridge MA

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## EXECUTIVE CERTIFICATE TRACK

Technology and Operations

This senior leadership course helps executives and managers understand how continuous improvement strategies, sustained over a long period of time, affect core business metrics and business development strategy and contribute to the success of the organization. As a participant in this course, you'll gain a fundamental understanding of how visual management—specifically Dynamic Work Design—can help you find and fix issues in workflow, make improvements in real time, and create competitive advantage.

Bring a current “headache” you’re facing in your organization to workshop and receive personalized feedback on an action plan you can implement immediately.

Please visit our website for the most current information.

[executive.mit.edu/iis](https://executive.mit.edu/iis)

## FACULTY



Sheila Dodge



Nelson Repenning

*\*Please note, faculty may be subject to change.*

## TAKEAWAYS

The program will enable you to:

- Understand the principles and approaches that drive improvement; and apply them in all areas in the context of a particular company, thus creating a tangible culture of continuous improvement
- Implement improvement naturally in their everyday work, not from a prescribed list, but from a deep personal understanding of the principles
- Recognize successful improvement initiatives already in place and build on them
- Identify the true value-added aspects of work performed by individual workers and the entire organization
- Ensure that business targets and improvement activities are tightly linked at every level
- Develop inquiry and evidence-based problem solving skills for individuals and for organizations
- Transform from “controller” to “enabler” by leveraging the relationship between designing the work well and the engagement of employees that follows
- Generate “pull” from within the organization for new methods of work

## WHO SHOULD ATTEND

- Executives, senior managers, and leaders from all industries and in all management functions
- Senior leadership
- Managers at any level of responsibility



*This one was one of the most fascinating and useful programs I took at MIT! If you want to improve or fix any process, or you have a problem at your company or organization then this is the program you should definitely take! “It’s not a people problem, it’s a design problem!” I learned to identify opportunities for improving, and how to use methods to do it! I’m in love with postick exercise and still use it at my organization. It has helped to reduce so much workload and confusion!”*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Carmen C

## CONTACT INFORMATION

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