



# Whaddaya Mean I Gotta Be Lean? Building the bridge from job satisfaction to corporate profit

*Jeff Hajek*

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Whaddaya Mean I Gotta Be Lean? Building the bridge from job satisfaction to corporate profit is a groundbreaking survival guide for employees and managers who work in fast-paced, demanding work environments. Companies face intense pressure, especially in a tough economy. As consumer spending declines, competition for every dollar becomes more aggressive. If businesses can't capture a bigger piece of the shrinking market, or if they are unable to reduce costs, they will fail-eliminating jobs and employees' financial security in the process. In an effort to fight this battle, many companies turn to Lean-a proven method for helping businesses "do more with less." Because it delivers such powerful results, Lean is the improvement method of choice in manufacturing, administrative areas, and health care to name a few. History has shown that Lean is clearly advantageous for companies. But, there is a problem with Lean that is rarely addressed-one that could make or break a business in an age of economic uncertainty. Frontline workers can pay a very high up front price for being Lean. As a result, Lean often causes job dissatisfaction in the workforce and creates significant conflict between managers and their teams. Research shows that it is more than just a morale issue. Dissatisfied employees can reduce quality, productivity, and ultimately take a toll on a company's profit. If employees could quickly and easily teach themselves how to improve their job satisfaction, it might mean the difference between survival and failure for a company in the increasingly competitive marketplace. 'Whaddaya Mean' is a powerful 'how to' guide that delivers over 100 practical, cost-effective solutions to common Lean problems that employees and managers face. Jeff Hajek, MBA, is a leading authority on managing change at the front line and is the founder of Velaction Continuous Improvement, LLC. He is also a graduate of the elite United States Military Academy (West Point). Jeff leverages his fifteen plus years of experience guiding teams through transformations to create win-win solutions for employees, managers and companies.

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