



BOSCH

BOSCH WINTER NATIONALS





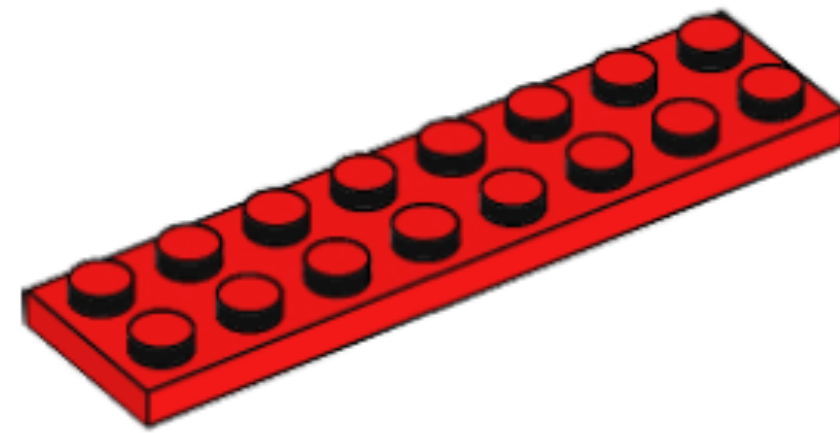
BOSCH WINTER NATIONALS



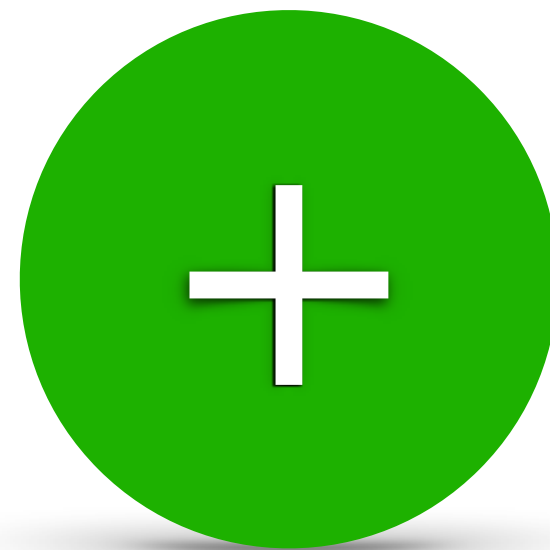
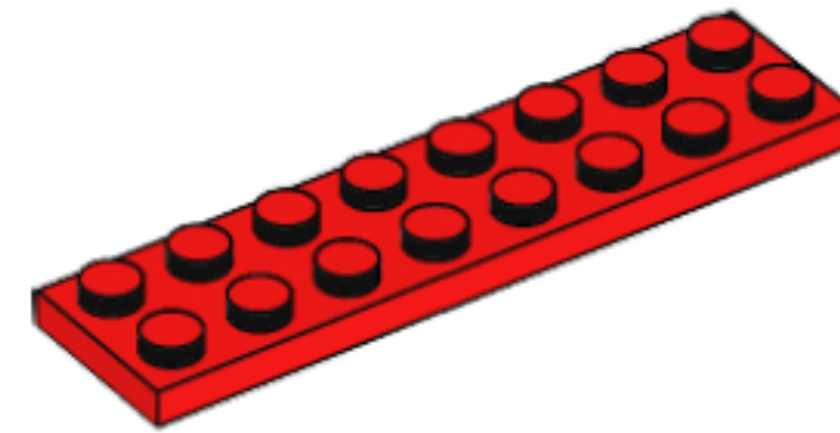
BOSCH

**THIS WASN'T JUST ABOUT
HAVING FUN.**

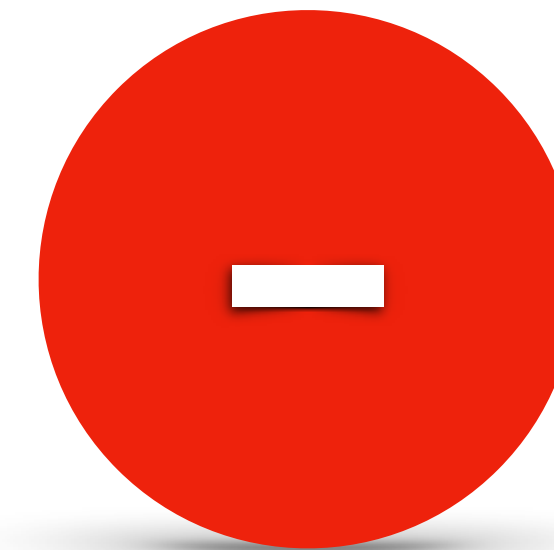
EVERYONE GOT THE SAME PRODUCT.



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NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Build
Jobs	<ul style="list-style-type: none">• Open box• Check parts• Read directions• Build car
Gains	<ul style="list-style-type: none">• Facilitator pre-checks kits• Parts grouped as needed
Pains	<ul style="list-style-type: none">• Unreadable instructions• Missings parts
Touchpoints	<ul style="list-style-type: none">• Facilitator• Race supply store• Packaging• Instructions
Opportunity Areas	<ul style="list-style-type: none">• Have facilitators QC kits• IKEA style instructions



NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build
Jobs	<ul style="list-style-type: none">• Find facilitator• Get Lego ®kit	<ul style="list-style-type: none">• Open box• Check parts• Read directions• Build car
Gains	<ul style="list-style-type: none">• Get kit fast so we can start.• Kit brought to us.	<ul style="list-style-type: none">• Facilitator pre-checks kits• Parts grouped as needed
Pains	<ul style="list-style-type: none">• Don't know where to get kits.• Can't find facilitator.	<ul style="list-style-type: none">• Unreadable instructions• Missings parts
Touchpoints	<ul style="list-style-type: none">• Facilitator• Race Supply Store	<ul style="list-style-type: none">• Facilitator• Race supply store• Packaging• Instructions
Opportunity Areas	<ul style="list-style-type: none">• Introduce facilitators to team• Have facilitators bring kits	<ul style="list-style-type: none">• Have facilitators QC kits• IKEA style instructions



NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build	Timed Run
Jobs	<ul style="list-style-type: none">Find facilitatorGet Lego® kit	<ul style="list-style-type: none">Open boxCheck partsRead directionsBuild car	<ul style="list-style-type: none">Find trackReserve track spaceRace car
Gains	<ul style="list-style-type: none">Get kit fast so we can start.Kit brought to us.	<ul style="list-style-type: none">Facilitator pre-checks kitsParts grouped as needed	<ul style="list-style-type: none">Facilitator reserves trackFacilitator takes you to track
Pains	<ul style="list-style-type: none">Don't know where to get kits.Can't find facilitator.	<ul style="list-style-type: none">Unreadable instructionsMissings parts	<ul style="list-style-type: none">Have to wait for track timeCan't find facilitator.
Touchpoints	<ul style="list-style-type: none">FacilitatorRace Supply Store	<ul style="list-style-type: none">FacilitatorRace supply storePackagingInstructions	<ul style="list-style-type: none">FacilitatorTrack
Opportunity Areas	<ul style="list-style-type: none">Introduce facilitators to teamHave facilitators bring kits	<ul style="list-style-type: none">Have facilitators QC kitsIKEA style instructions	<ul style="list-style-type: none">Have facilitators reserve trackFacilitator has time sheet



NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build	Timed Run	Tinker
Jobs	<ul style="list-style-type: none">Find facilitatorGet Lego ®kit	<ul style="list-style-type: none">Open boxCheck partsRead directionsBuild car	<ul style="list-style-type: none">Find trackReserve track spaceRace car	<ul style="list-style-type: none">Make car fasterGet additional accessories
Gains	<ul style="list-style-type: none">Get kit fast so we can start.Kit brought to us.	<ul style="list-style-type: none">Facilitator pre-checks kitsParts grouped as needed	<ul style="list-style-type: none">Facilitator reserves trackFacilitator takes you to track	<ul style="list-style-type: none">Facilitator has tipsStore has go-fast parts
Pains	<ul style="list-style-type: none">Don't know where to get kits.Can't find facilitator.	<ul style="list-style-type: none">Unreadable instructionsMissings parts	<ul style="list-style-type: none">Have to wait for track timeCan't find facilitator.	<ul style="list-style-type: none">Have to guess at modsStore out of parts
Touchpoints	<ul style="list-style-type: none">FacilitatorRace Supply Store	<ul style="list-style-type: none">FacilitatorRace supply storePackagingInstructions	<ul style="list-style-type: none">FacilitatorTrack	<ul style="list-style-type: none">FacilitatorRace supply storeGo-fast parts
Opportunity Areas	<ul style="list-style-type: none">Introduce facilitators to teamHave facilitators bring kits	<ul style="list-style-type: none">Have facilitators QC kitsIKEA style instructions	<ul style="list-style-type: none">Have facilitators reserve trackFacilitator has time sheet	<ul style="list-style-type: none">Have mods book/siteFacilitator has acessories



NAREM Race Team Member

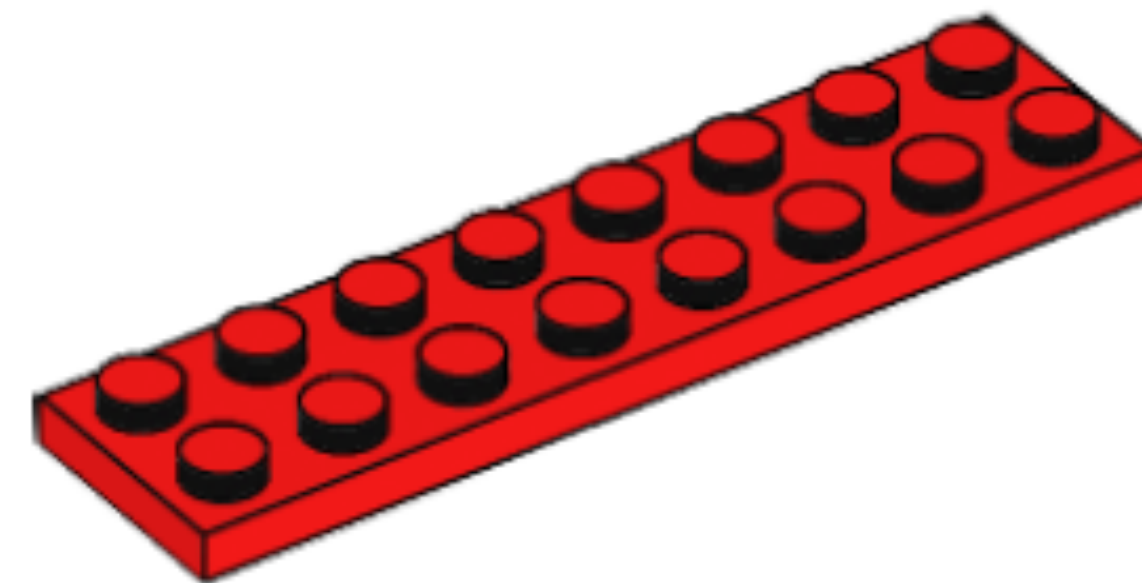
North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build	Timed Run	Tinker	Timed Run
Jobs	<ul style="list-style-type: none">Find facilitatorGet Lego ®kit	<ul style="list-style-type: none">Open boxCheck partsRead directionsBuild car	<ul style="list-style-type: none">Find trackReserve track spaceRace car	<ul style="list-style-type: none">Make car fasterGet additional accessories	<ul style="list-style-type: none">Reserve track spaceDetermine time leftRace car
Gains	<ul style="list-style-type: none">Get kit fast so we can start.Kit brought to us.	<ul style="list-style-type: none">Facilitator pre-checks kitsParts grouped as needed	<ul style="list-style-type: none">Facilitator reserves trackFacilitator takes you to track	<ul style="list-style-type: none">Facilitator has tipsStore has go-fast parts	<ul style="list-style-type: none">Facilitator reserves trackFacilitator knows time to beat
Pains	<ul style="list-style-type: none">Don't know where to get kits.Can't find facilitator.	<ul style="list-style-type: none">Unreadable instructionsMissings parts	<ul style="list-style-type: none">Have to wait for track timeCan't find facilitator.	<ul style="list-style-type: none">Have to guess at modsStore out of parts	<ul style="list-style-type: none">Have to wait for trackDon't know time after run
Touchpoints	<ul style="list-style-type: none">FacilitatorRace Supply Store	<ul style="list-style-type: none">FacilitatorRace supply storePackagingInstructions	<ul style="list-style-type: none">FacilitatorTrack	<ul style="list-style-type: none">FacilitatorRace supply storeGo-fast parts	<ul style="list-style-type: none">FacilitatorTrack
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**OUR PRODUCTS ARE
LIKE THE LEGOS IN
OUR ACTIVITY.**

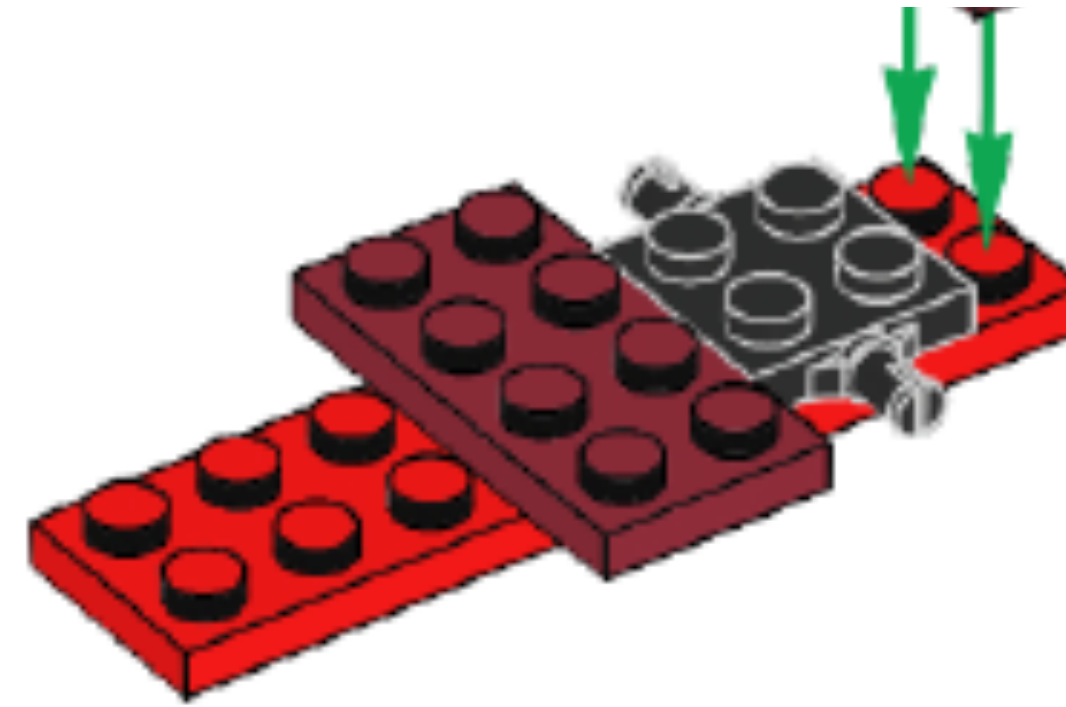
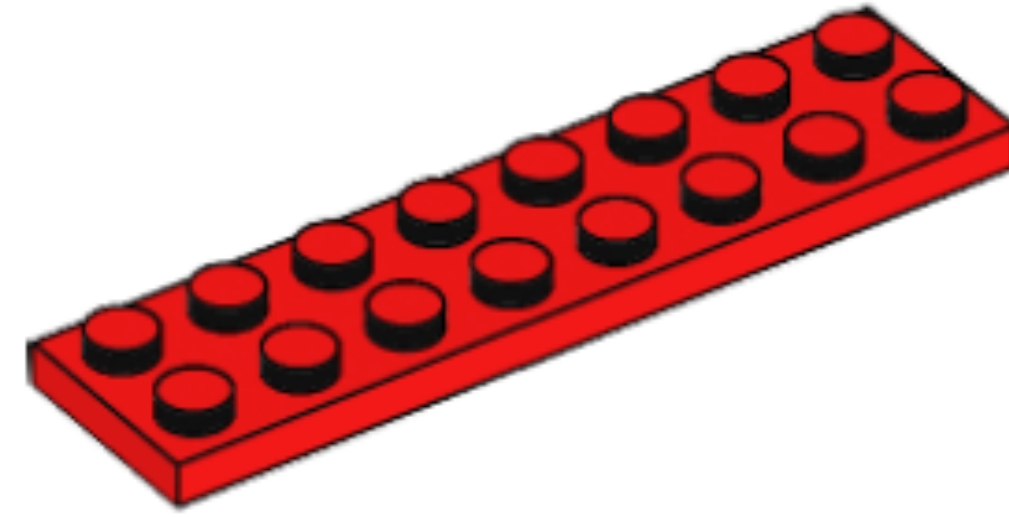


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**WE DESIGN OUR
PRODUCTS TO
INCLUDE CUSTOMER
NEEDS IN THE BUILD
PHASE.**

Build



**WHEN WE
EMPATHETICALLY
UNDERSTAND
CUSTOMER NEEDS
ACROSS THEIR
JOURNEYS**

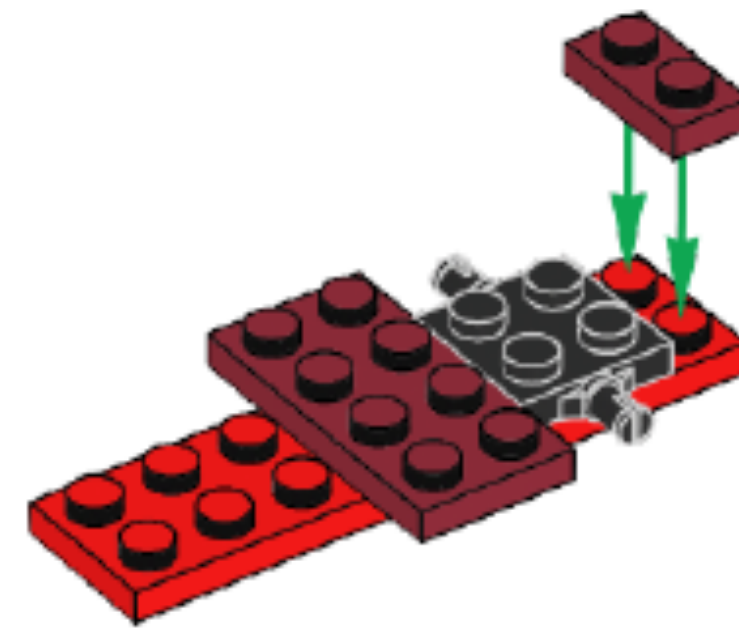
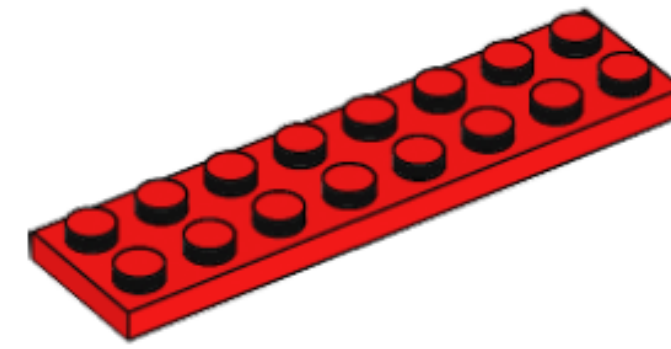
**WE FIND
OPPORTUNITY.**



Buy



Build



Race

