Be close enough to the work so the moral imperative will boost your courage.
Structure will increase the rate and breadth of innovation.
Apple iPhone 5c 16GB (A1532)
Exploded View
Teardown Analysis

Gundersen Improvement System – GIMS

Engage Staff
Continuous Improvement
Create a Shared Need
Understand the Problem
Learn thinking: Go and See, use A3
How will it help Ethyl?
Disciplined disregard for conventional wisdom.
Conservation

Improving Health

- C02 (-84%)
- Mercury (-79%)
- Particulate Matter (-84%)

0%
50%
100%

2008
Hazardous Pharmaceutical Waste Reduction

**Before**

Disposal cost down 93% ($140,000)

**After**

17:1

Investment Returns

<table>
<thead>
<tr>
<th>Organizational Investment Portfolio</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>T-Bills</td>
</tr>
<tr>
<td>Energy Infrastructure Investment</td>
<td>5% of total</td>
</tr>
</tbody>
</table>
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Questions?