ARKANSAS ECONOMIC DEVELOPMENT COMMISSION
Executive Team

Mike Preston
Executive Director

Danny Games
Executive Vice President, Global Business

Amy Fecher
Executive Vice President, Operations

Jeff Moore
Executive Vice President, Marketing & Communications
Existing Business Resource Division

• Approximately 20 staff members

• Key Responsibilities
  • Identify opportunities for growth & expansion
  • Retain existing companies
  • Assist existing companies

Company Visits to develop market intelligence
Business Managers

Offer Business Solutions that assist in growth
Client Service Managers
Company Visits to develop market intelligence

- All doing company visits
- All doing company visits differently

- All gathering information
- All gathering information differently

- All recording information
- All recording information differently

- Inconsistency in all three areas
- All working independently
Situation

- Everyone was working hard
- Everyone thought their way was the right way
- Progress was slow
- Many were discouraged at progress

Everyone was frustrated
Introduction to KATA

• We needed a way to improve what we were doing
  ◦ Needed to engage everyone
  ◦ Needed to capture best practices
  ◦ Needed a way to resolve issues
  ◦ Needed a way to reduce inconsistencies
AEDC – Existing Business Resource Division
KATA Journey

9/8/2016
Division Strategic Planning Meeting

10/13/2016
Kata Training for leadership

11/1/2016
Kata Statement Created

11/13/2016
Kata Statement & goals presented to Executive Leadership

12/1/2016
PDCA Cycle Training

1/30/2017
Started Weekly Kata Meetings

2/1/2017
On-Going Weekly Kata Meetings

1/26/2017
Kata statement & goals presented to Executive Leadership

3/1/2017

Mar. 31, 17
Results

• Improved tracking of company visits
• Reduced time for data entry
• Reduced duplication of records
• More consistent and complete data
• Beginning to plot trends using data compiled
• Increased ability to track MEP metrics
• Improved communications within team
• Created a ‘system’
Accomplishments and Learning

- Created a common language
- We now have a process to identify and resolve issues
- Our processes are now standardized
- Created a culture of empowerment to improve
- We are now able to focus on processes rather than people
- Able to more easily identify priorities
  - Right thing – right time – right reason
- Generated buy-in from team members
- Created a digital “Storyboard” to keep everyone focused
- Created Job Instruction Breakdown Sheets (JIBS)
- We are now beginning to “think” in alignment with the KATA Process
Questions?
Contact Information

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