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GO BEYOND

You want to be lean? Good choice.

How Adobe Workfront supports Lean Six-Sigma methodology.

DMA
Data & Marketing Association

LISTS N EUROPE

ico.
Information Commissioner's Office

When processes are creaking!

Lean Six-Sigma is a data-driven approach to improving efficiency, customer satisfaction and profits. It relies on the gathering and analysing of data to help stakeholders understand the effectiveness, or ineffectiveness, of any given process, in order for process improvements to be made.
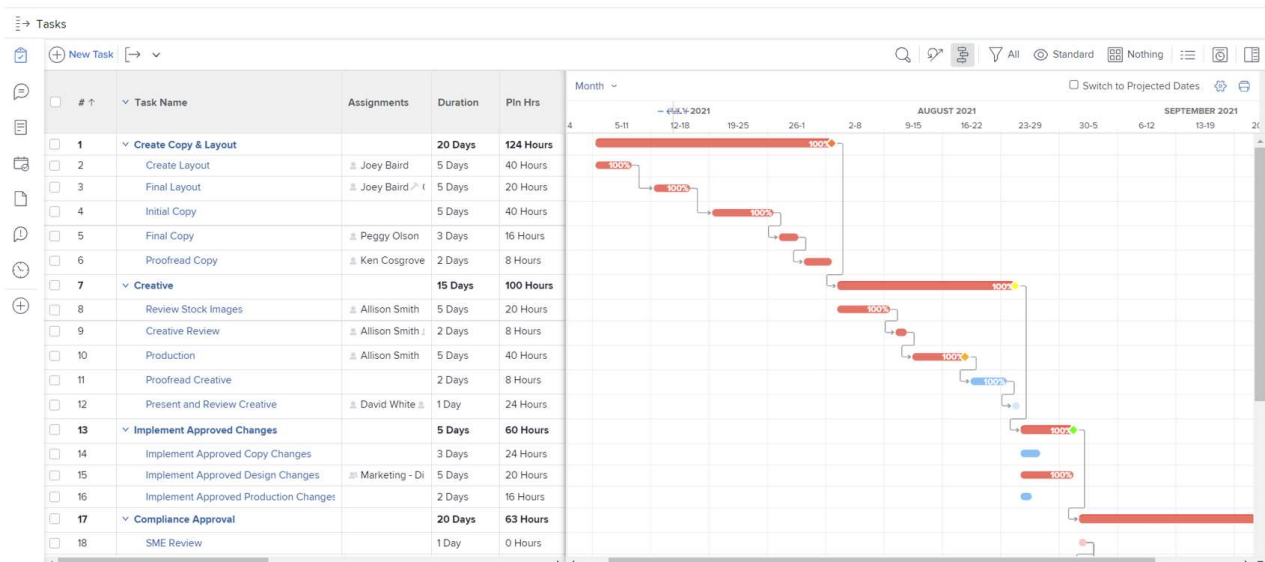
This plays right into the sweet spot of a Workflow Management system such as Workfront, where operational data is automatically collected in real time throughout the execution of any Work process.

With strong analysis and data visualisation tools, Workfront can help organisations quickly and easily identify how their processes are performing, where there are inefficiencies and where value is not being delivered.

Let's get up to our eyeballs in DMAIC

D is for DEFINE

The first step in any process improvement initiative is to gauge your as-is state, and the best way to achieve this is to document and visualise your processes. Once your process is visualised, you achieve a common understanding of how a process flows from start to end, what steps are involved and which are value adding, where work is handed off to different teams or individuals and where wasteful activities are being carried out.

# ↑	Task Name	Assignments	Duration	Pln Hrs
1	⌄ Create Copy & Layout		20 Days	124 Hours
2	Create Layout	Joey Baird	5 Days	40 Hours
3	Final Layout	Joey Baird	5 Days	20 Hours
4	Initial Copy		5 Days	40 Hours
5	Final Copy	Peggy Olson	3 Days	16 Hours
6	Proofread Copy	Ken Cosgrove	2 Days	8 Hours
7	⌄ Creative		15 Days	100 Hours
8	Review Stock Images	Allison Smith	5 Days	20 Hours
9	Creative Review	Allison Smith	2 Days	8 Hours
10	Production	Allison Smith	5 Days	40 Hours
11	Proofread Creative		2 Days	8 Hours
12	Present and Review Creative	David White	1 Day	24 Hours
13	⌄ Implement Approved Changes		5 Days	60 Hours
14	Implement Approved Copy Changes		3 Days	24 Hours
15	Implement Approved Design Changes	Marketing - Di	5 Days	20 Hours
16	Implement Approved Production Changes		2 Days	16 Hours
17	⌄ Compliance Approval		20 Days	63 Hours
18	SME Review		1 Day	0 Hours

Workfront enables you to map out your repeatable processes in a simple and easy to use user interface. Information such as process steps, assignments, target durations and time line visualisation are seamlessly created.

PROJECT
Main Website Updates to Include First Time Home Buyer Promotion

Percent Complete	100%
Project Owner	Joan Harris
Planned Completion	Sep 29, 2021
Condition	On Target
Status	Current

Tasks

+ New Task | All | Measure / Co... | Nothing

# ↑	Task Name	Assignments	Duration	Actual Duration	Duration Variance
1	⌄ Create Copy & Layout		20 Days	21.12 Days	-1.12 Days
2	Create Layout	Joey Baird	5 Days	2.12 Days	2.88 Days
3	Final Layout	Joey Baird, Copywriter	5 Days	5.12 Days	-0.12 Days
4	Initial Copy		5 Days	4.12 Days	0.88 Days
5	Final Copy	Peggy Olson	3 Days	1.12 Days	1.88 Days
6	Proofread Copy	Ken Cosgrove	2 Days	1 Day	1 Days
7	⌄ Creative		15 Days	98 Days	-83 Days
8	Review Stock Images	Allison Smith	5 Days	4 Days	1 Days
9	Creative Review	Allison Smith, David White	2 Days	0 Days	2 Days
10	Production	Allison Smith	5 Days	4 Days	1 Days
11	Proofread Creative		2 Days	3 Days	-1 Days
12	Present and Review Creative	David White, Lonnie Collins, Doug Phillips	1 Day	1.12 Days	-0.12 Days

Tasks
Updates
Project Details
Workload Balan...
Documents (1)
Requests (0)
Hours
Add custom section

M is for MEASURE

Before implementing any process change, you must measure how your existing process is performing.

Calculating key metrics such as; how long things take, how much 'dead time' is spent waiting for the next step to start, how much unnecessary rework is being done, where are there quality issues (to name but a few), are all critical to understanding where improvements can be made.

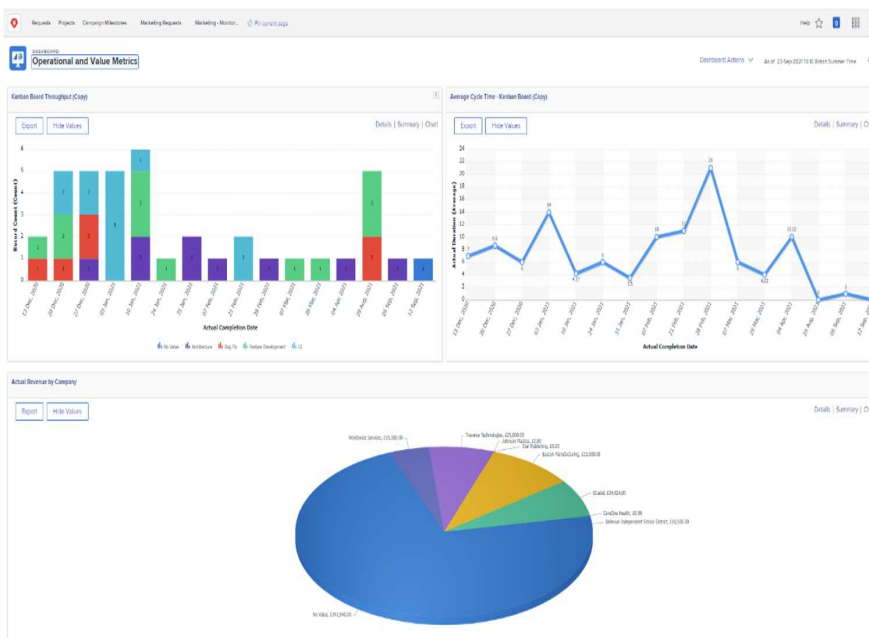Using Workfront's native capability, real actionable data is captured automatically. Every interaction with the system is recorded, enabling you to effectively and accurately measure what happened, when, and just how long it took.

Using Workfront's powerful custom data functionality, organisational specific metrics can be built and captured to ensure that you can measure what is important to you.

A is for ANALYZE

Once your measurements have been defined and tangible actionable data has been captured, you must analyse this data to identify inefficiencies, bottlenecks, wasteful activities and generally where your process does not flow.

Using tools such as 'The 5 Why's' will help you identify the root cause of problems. However, you must identify where problems are occurring first through analysis of the data captured.

Using Workfront's powerful reporting capability, data can be effectively visualised to aid in this analysis. The capture of operational and / or value-based MI happens in real time.

I is for IMPROVE

After defining your processes and measuring / analysing their performance, it's time to implement your process improvements. However, it is critical that you continue to monitor any revised process and how it is performing against your original process in order to validate those improvements.

Using Workfront, a single operational system of record is created, giving you a single version of the truth as to how your processes are working. This makes it easy to compare old state with new and ensure that you realise the value of any improvements made.

Furthermore, through Workfront's ability to templatise your processes, you can ensure the standardisation of processes across your team or organisation and continue to govern process adherence.

C is for CONTROL

Once you have implemented your improved process, it is critical to ensure that it is followed consistently across your team or organisation. It is also important that the process is continually monitored to ensure continual improvement.

Governing your processes in Workfront is easy, you can seamlessly monitor process adherence / adoption and continue to capture operational and value-based metrics to ensure that your process is continually optimised.

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Workfront, the perfect partner for Lean Six-Sigma.

In conclusion, choosing a Lean Six-Sigma approach for your business processes is a fantastic way to improve efficiency within your organisation, satisfaction amongst your customers and profits into your pockets.

Adobe Workfront is the perfect tool to support your approach and will automatically provide clear data on where improvements can be made and how successful your changes are. However, process improvement and re-engineering doesn't happen over night. Skill andpatience is required to truly realise operational excellence.

1. **Find skilled Lean Six-Sigma support** - If you are serious about Lean improvements, be serious about your support. Find a professional agency or consultant who can really make your transformation a success.

3. **Never stop measuring** - Lean is an ever going, infinite cycle of improvement. A process that is good now is not necessarily going to be good forever. You must keep your measurement in place and review the data regularly.

2. **Document your 'as is'** - You will never know where to make your improvements or indeed how much of an improvement you can make until you know what is happening right now. Often overlooked by Lean Six-Sigma amateurs, this phase is the most important part of the process to demonstrate direction and success.

4. **Utilise technology** - Understand your technology stack and how the tools you use can continue to support your new Lean processes and report your status clearly. Having appropriate and well implemented technology will save you resource, improve processes and give much more valuable data.