



April 16, 2007  
Volume 6, Issue 15

# LEAN THOUGHTS

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## **The Machine is US/ing US** *a fascinating look at communication*

The link is [www.youtube.com/watch?v=NL1GopyXT\\_g](http://www.youtube.com/watch?v=NL1GopyXT_g)

Remember the adrenaline rush when you first saw MTV in 1981? When they played "She Blinded Me With Science" in '83? Well, if you want a fresh, geeky, thought-provoking video experience that gets your heart pumping, check out "[Web 2.0 ... The Machine is Us/ing Us](#)," one of the top-viewed videos on YouTube. It'll appeal to the coder in you, as well as the futurist.

Caveat: This video should be rated X -- for lots of XML. Instead of showing sex, it shows lots of raw, naked, pulsating code! And while it seems at first to be a video describing the transition from HTML to XML, and the fast evolution of Web 2.0 technologies, it ends up being a larger commentary on technology and where humans are headed ("we are teaching the machine").

When I learned the video was created by an assistant professor of cultural anthropology at Kansas State University, I had to call him. Michael Wesch answered his phone directly. Forty days after releasing it, he seems to be in a state of shock that his little video traveled so powerfully around the world.

"I was ecstatic," Wesch told me, "when I realized that 100 people had watched it. Now that almost 2 million people have seen it, it's all just surreal. I'm geeky, so I'm into this stuff. I thought there couldn't be that many other people" who would be into it, too.

But there are. Apparently, Wesch's video topped even the Super Bowl ad videos and Britney Spears' shaved head as the most blogged-about video last month. And he's not a pro videographer. He used [CamStudio](#) to capture the screen shots and [Sony Vegas+DVD](#) to edit the video. And for the soundtrack, he used a cut from an Ivory Coast musician named Deus, released through the [creative commons](#) license via a music download site called [Jamendo](#).

In other words, the whole thing cost close to zippo, compared with the millions that Hollywood spends on media productions that often never see the light of day. And the impact has been high. "I made this to reach out to other anthropologists, to show what the mediascape looks like right now," Wesch explained. "But librarians started talking about it, how to organize information, and then people in English literature started talking about new ways of writing, beyond paper."

Not to mention that corporations have been calling, business conferences have been showing the video, and the blogosphere has gone crazy about it. "It takes a lot of ideas that people have had for a while now and puts them all in a five-minute video form," Wesch added. "It mimics your own experience online -- or somebody's. It's sort of first-person."

But, I asked Wesch, is it relevant to IT professionals? "The message is that the decisions they make, like the people who run the W3 Consortium, are really important," he said. "They shape the way we communicate as human beings; it's amazing how much impact those decisions can have."

Now, I'm no anthropologist, and I'm not sure whether there's a super-deep message about the future of the human race in this video. What I do know is that creativity, impact, and the ability to get people fired up is no longer bounded by your title, your institution, your budget -- nothing. It's just you and your computer, the people you work with, and the code out there on those other computers. And some open source electronica doesn't hurt, either.

*David L. Maraulius is senior contributina editor at InfoWorld.*

### **LEAN CONSORTIUM MEMBERS:**

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Where "Lean Thoughts" Become Reality



### Philosophy of Life ... from Hanif

A boat docked in a tiny Mexican village. An American tourist complimented the Mexican fisherman on the quality of his fish and asked how long it took him to catch them.

"Not very long," answered the Mexican

"But then, why didn't you stay out longer and catch more?" asked the American

The Mexican explained that his small catch was sufficient to meet his needs and those for his family

The American asked, "But what do you do with the rest of your time?"

"I sleep late, fish a little, play with my children and take a siesta with my wife. In the evenings, I go into the village to see my friends, play the guitar, and sing a few songs. I have a full life."

The American interrupted, "I have an MBA from Harvard, and I can help you! You should start by fishing longer everyday. You can then sell the extra fish you catch. With the extra revenue, you can buy a bigger boat."

"And after that?" asked the Mexican

"With the extra money the larger boat will bring you, you can buy a second one and a third one and so on until you have an entire fleet of trawlers. Instead of selling your fish to a middle man, you can then negotiate directly with the processing plants and maybe even open your own plant. You can then leave this little village and move to Mexico City, Los Angeles, or even New York City! From there you can direct your new huge enterprise."

"How long would that take?" asked the Mexican

"Twenty, perhaps twenty-five years," replied the American

"And after that?"

"Afterwards? Well my Friends, That's when it gets really interesting," answered the American, laughing. "When your business gets really big, you can start selling stocks and make millions!"

"Millions? Really? And after that?" said the Mexican

"After that you'll be able to retire, live in a tiny village near the coast, sleep late, play with your children, catch a few fish, take a siesta with your wife and spend your evenings doing what you like and enjoying your friends."

And the moral is:

Know where you're going in life. You may already be there.

## OCAPT Bestseller List

### what winners are reading!

*Here they are - the top sellers purchased by those both beginning & advancing their Lean journey. OCAPT is by far the largest resource for Lean materials - and is Canada's provider for both Productivity Press and the Lean Enterprise Institute's flow of tools to arm you to take on the world's best.*

1. **5S Pocket Guide**, Productivity Press, 0527763381
2. **5S for Operators**, Productivity Press, 1563271230
3. **Learning to See**, Mike Rother & John Shook, Lean Enterprise Institute, 0966784308
4. **Creating a Lean Culture**, David Mann, Productivity Press, 1563273225
5. **Uptime**, 2nd Edition, John Campbell & James Reyes-Picknell, Productivity Press, 1563273357
6. **Andy & Me**, Pascal Dennis, Productivity Press, 1563272989
7. **Basics of Process Mapping**, Robert Damelio, Productivity Press, 0527763160
8. **Lean Thinking**, 2nd Edition, Womack & Jones, Simon & Shuster, 0743249275
9. **Lean Production Simplified**, Pascal Dennis, Productivity Press, 1563272628
10. **Lean Enterprise Memory Jogger**, Goal/QPC, 1576810453
11. **The Goldmine**, Freddy Balle & Michael Balle, Lean Enterprise Institute, 0974322563
12. **Memory Jogger II**, Goal/QPC, 1879364441
13. **TWI Workbook**, Patrick Graupp & Robert Wrong, Productivity Press, 1563273152
14. **Toyota Way**, Jeffrey Liker, McGraw-Hill, 0071392319
15. **Getting the Right Things Done**, Pascal Dennis, Lean Enterprise Institute, 0976315262

**The very right contact is Gail Grimaldi at:**  
 OCAPT Business Books, (888) 579-3013  
 Fax (905) 788-0839, E-mail [ocapt@iaw.on.ca](mailto:ocapt@iaw.on.ca)

Bubbling under are **The Complete Lean Enterprise** by Keyte & Locher and **Getting the Right Things Done** by Pascal Dennis

Consortium Event Schedule



Tour Workshop Conference

January	February	March	April	May	June
<p><b>T</b></p> <p>Wednesday 24 <u>Eaton Electrical</u>, contact Joe Fisher, <a href="mailto:JoeRFisher@eaton.com">JoeRFisher@eaton.com</a></p> <p><b>W</b></p> <p>La-Z-Boy Corporate Monroe MI February 14 &amp; 15 <u>Enterprise Value Stream Mapping</u> How to use the VSM tools to map admin processes. Contact Richard Kunst for info. <a href="mailto:Richard.kunst@la-z-boy.com">Richard.kunst@la-z-boy.com</a> Register at <a href="http://www.ame.org">www.ame.org</a></p>	<p><b>T</b></p> <p>Wednesday 14, <u>CFN Precision</u>, contact Paul Kaulback, <a href="mailto:pkaulback@cfn-inc.com">pkaulback@cfn-inc.com</a></p>	<p><b>T</b></p> <p>Wednesday 21, <u>Nestle Waters</u>, contact Mariela Castano <a href="mailto:mcastano@perriergroup.com">mcastano@perriergroup.com</a></p>	<p><b>T</b></p> <p>Wednesday 18, <u>CTS Corp.</u>, contact Bob Garces, <a href="mailto:Bob.Garces@ac.ctscorp.com">Bob.Garces@ac.ctscorp.com</a></p> <p><b>C</b></p> <p>Lean Design &amp; Development Conference Wed 18 to Fri 20 Chicago Contact <a href="http://www.iirusa.com/lean">www.iirusa.com/lean</a></p>	<p><b>T</b></p> <p>Wednesday 16, <u>Stackpole CSD</u>, contact Don Barber <a href="mailto:Don.Barber@stackpole.ca">Don.Barber@stackpole.ca</a></p> <p>Consortium Shareshowcase</p> <p>Saturday 05 <u>CGL Guelph</u>, Contact Cindy Grolleman <a href="mailto:Grolleman@canada.com">Grolleman@canada.com</a> or Dave Deskur <a href="mailto:daved@cglmfg.com">daved@cglmfg.com</a></p>	<p><b>T</b></p> <p>Wednesday 20, <u>Morrison LaMothe</u>, contact Tony Vita <a href="mailto:tvita@morrisonlamthe.com">tvita@morrisonlamthe.com</a></p> <p><b>C</b></p> <p>AME Regional Conference Mon 18 to Thur 21 Edmonton, Alberta Contact <a href="http://www.measureupforsuccess.com">www.measureupforsuccess.com</a></p>
July	August	September	October	November	December
		<p><b>T</b></p> <p>Wednesday 26, <u>Kraft Foods</u>, contact Hanif Jivraj <a href="mailto:hjivraj@Kraft.com">hjivraj@Kraft.com</a></p>	<p><b>T</b></p> <p>Wednesday 10, <u>CGL Manufacturing</u> contact Dave Deskur <a href="mailto:daved@cglmfg.com">daved@cglmfg.com</a></p> <p><b>C</b></p> <p>AME National Conference Mon 29 to Friday Nov 2 Chicago Contact <a href="http://www.ame.org">www.ame.org</a></p>	<p><b>T</b></p> <p>Wednesday 14, <u>Messier-Dowty</u>, contact Mike Smith <a href="mailto:Mike.Smith@Messier-dowty.on.ca">Mike.Smith@Messier-dowty.on.ca</a></p>	<p><b>T</b></p> <p>Wednesday 12, <u>Orenda</u>, contact Brenda McIntosh <a href="mailto:brendamcintosh@orenda.com">brendamcintosh@orenda.com</a></p>