

THE 17TH INTERNATIONAL TOCPA CONFERENCE

May 15-16, 2015 in Vilnius, Lithuania

May 15: The International TOCPA conference

May 16: Master Classes with TOC experts

Venue: Holiday Inn Vilnius Hotel

Address: Seimyniskiu str. 1, Vilnius LT-09312 Lithuania.

Conference language: English and Lithuanian with Simultaneous Translation.



MAY 15 AGENDA: SHARING EXPERIENCE

09:00 - 09:30	Registration, morning coffee
09:30 - 09:45	OPENING OF THE CONFERENCE. <i>Oded Cohen, Jelena Fedurko and Nerius Jasinavičius (TOC experts)</i>
09:45 - 10:30	PRACTICAL ADVICES ON IMPLEMENTING SDBR IN PRODUCTION. <i>Oded Cohen, TOC expert</i>
10:30 - 11:00	2 PRACTICAL EXAMPLES OF SDBR IMPLEMENTATIONS IN MTO ENVIRONMENTS. <i>Nerius Jasinavičius, CEO of TOC sprendimai</i>
11:00 - 11:20	Coffee break
11:20 - 12:30	APPLYING TOC IN SERVICES. REALITY CHECK. <i>Hans Steenpoorte, co-owner of TOC Resultants and Critical Task Manager</i>
12:30 - 13:00	USING CCPM FOR CONSTRUCTION PROJECTS. <i>Augustinas Voldemaras, CEO of Lieknos Statybos Institutas</i>
13:00 - 14:00	Lunch
14:00 - 15:00	HOW TO BUILD SALES FACTORY. <i>Mindaugas Voldemaras, CEO of TOC Sales and Marketing</i>
15:00 - 15:30	SALES TOC WAY IN SMALL IT COMPANY. <i>Tomas Pamarauskas, CEO of NOD Baltic</i>
15:30 - 15:50	Coffee break
15:50 - 16:30	PRACTICAL APPROACH TO INVENTORY MANAGEMENT TOC WAY. MYTHS, MISTAKES, REALITY. <i>Giedrius Balnys, CEO of Verslumo Tiltas</i>
16:30 - 17:00	HOW TO MAKE IMPLEMENTATION EASY, QUICK AND PAINLESS. <i>Jelena Fedurko, TOC expert</i>
17:00 - 17:30	TOC AFTER DR. ELI GOLDRATT. <i>Oded Cohen, TOC expert</i>
17:45 - 19:30	Informal Networking

ABOUT SPEAKERS



ODED COHEN

Oded is one of the most known names and leading experts in the TOC world with nearly 40 years of experience in developing, teaching and implementing TOC methodology, solutions and implementation processes working directly with Dr. Goldratt all over the world. Among the countries to which Oded brings his expertise are the USA, Canada, Japan, India, China, the UK, Poland, Russia, Ukraine, Colombia, Chile, Peru, Turkey and many others.

Oded is the author of one of the leading TOC manuals on production management *Ever Improve – A Guide to Managing Production the TOC Way* and a co-author of *Deming & Goldratt: The Theory of Constraints and the System of Profound Knowledge – The Decalogue*. Together with Jelena Fedurko Oded has co-authored the book *Theory of Constraints Fundamentals*. Oded has authored multiple TOC articles and chapters in TOC books on TOC concept and implementation methodology and mechanics.

Oded was the first Chairman of the international certification organization TOCICO.

Oded is International Director of TOC Strategic Solutions Ltd and Co-Founder and Co-President of TOCPA.

Oded Conference Topics:

- **PRACTICAL ADVICES ON IMPLEMENTING SDBR IN PRODUCTION.**
- **TOC AFTER DR. ELI GOLDRATT.**

Jelena has 15 years of TOC experience as a TOC expert transferring knowledge and providing support in TOC implementations in the areas of production, supply chain, project management, sales, marketing and people management in Turkey, Italy, Russia, Ukraine, India, China, Chile, Colombia, Mexico, Japan, Poland and other countries throughout the world.

Jelena is the author of the books *Behind the Cloud – Enhancing logical thinking; Through Clouds to Solutions; and Mistakes and Difficulties in Working with TOC Logical Tools*. The books present new developments in the area of working with logical tools for analysis and decision-making. Together with Oded Cohen, Jelena has co-authored the book *Theory of Constraints Fundamentals*.

She has authored numerous articles on TOC concepts and implementation, has written several chapters in TOC books and has edited a number of TOC books and publications.

Jelena is International Director of TOC Strategic Solutions Ltd and Co-Founder and Co-President of TOCPA.



**JELENA
FEDURKO**

Conference Topic:

- **HOW TO MAKE IMPLEMENTATION EASY, QUICK AND PAINLESS.**



**NERIUS
JASNAVIČIUS**

The co-founder and CEO of “TOC Sprendimai” company, which is international consulting company providing its customers with comprehensive services that guarantee the successful performance of organizations (systems). The company is presenting all Theory of Constraints and LEAN methodological material and implementation tools. **Nerius** is certified by GS (Goldratt Schools) & TOCICO (The Theory of Constraints International Certification Organization) and hold a set of certificates that approves his qualification to perform as global expert on TOC implementations.

Nerius has more than 10 years of experience in Management at the Executive level (manufacturing, service and public sectors).

Conference Topic: 2 PRACTICAL EXAMPLES OF SDBR IMPLEMENTATIONS IN MTO ENVIRONMENTS.

Hans is a co-owner of TOC Resultants and Critical Task Manager (CTM). Also, TOC implementer in service organizations; government, professional services, IT and healthcare. Hans worked 10 years in the steel and aluminum industry. Since 2000, he moved to professional services and in 2005 founded TOC Resultants with Michel Stijlen. Since then, they have been implementing TOC solutions in services, and adapting them if and where necessary.

In 2009, Hans co-founded Critical Task Manager (CTM), TOC-based software for service organizations that want to deliver repetitive and/or unique services faster and more reliably.

Conference Topic: APPLYING TOC IN SERVICES. REALITY CHECK.



**HANS
STEENPOORTE**



**AUGUSTINAS
VOLDEMARAS**

Augustinas is the CEO of "Lieknos statybos institutas" - company, which is working in building and construction sector consulting its customers on Managing projects with TOC methods in this Construction field.

Augustinas has:

- More than 18 years of experience in Building & Construction sector;
- More than 10 years of Managing experience in Building & Construction projects;
- He is Certified *Special Structure* buildings Manager;
- He is Certified *Special Structure* Technical Maintenance Manager.

Conference Topic: USING CCPM FOR CONSTRUCTION PROJECTS.

Mindaugas is the CEO and founder of "TOC Sales and Marketing" company - outsourced sales operations provider, generating leads and managing clients' sales funnel to significantly increase sales in B2B.

- His key expertise: sales processes in B2B environment.
- His favorite customer segments: a) manufacturers-exporters with excess capacity, b) companies run by management with deep common sense.
- His professional focus: to build the best team and business model to assure customers what they need most - more sales.
- His passion: find solutions under uncertainty the TOC way.

Conference Topic: HOW TO BUILD SALES FACTORY.



**MINDAUGAS
VOLDEMARAS**



**TOMAS
PARANAUSKAS**

Tomas is the CEO of NOD Baltic - added value software distributor and Manufacture representative. Tomas is also Self Employed Coach/Facilitator in: Systemic Constellations workshops; Executive Coaching; Workshop / meetings Facilitation; Business Coaching; Organisational Development; International Transformational leadership and professional development (Skype, Onsite and Phone).

Tomas also has various certificates in different professional fields such as: Neuro-Linguistic Programming, Professional coaching and Business Management, Google analytics, and others.

Conference Topic: SALES TOC WAY IN SMALL IT COMPANY.

Giedrius Balnys - the co-founder and CEO of "VERSLUMO TILTAS". Company has created unique software **STOCK-M**, which helps customers to manage their stocks and commodities in stores and warehouses. The STOCK-M is created on the basis of TOC methods.

Giedrius Balnys is also certified TOC expert, consulting its customers in Distribution Management in Lithuania, Latvia, Ukraine, Kazakhstan and other countries.

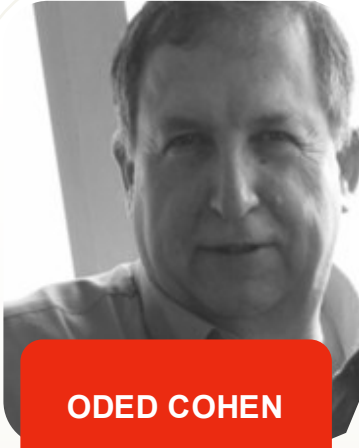
Conference Topic: PRACTICAL APPROACH TO INVENTORY MANAGEMENT TOC WAY. MYTHS, MISTAKES, REALITY.



**GIEDRIUS
BALNYS**

MAY 16: MASTER CLASSES

You can choose one of 3 different Master Classes to improve your skills and knowledge in these topics with certified TOC experts:



ODED COHEN

The author of the books:

"Ever Improve – A Guide to Managing Production the TOC Way";

"Deming and Goldratt";

"Theory of Constraints Fundamentals".

SEMINAR: Strategy and Tactics Trees for Aligning the Whole Organization on the Way to the Goal

This one-day master class covers Strategy and Tactics Tree (S&T Tree) – the most comprehensive TOC logical and structural tool for outlining the content, sequence and logic of a way the company has chosen to pursue its growth.

Participants will be presented with the structure, logic, contents and practical applications of major S&T Trees.

During the day participants will get the practical knowledge of:

- The objective of S&T Trees;
- The different types of S&T Trees;
- The structure and the way to build S&T Trees;
- The significance of the model Build-Capitalize-Sustain;
- The techniques to align tactics with the strategy on the stage of building S&T Trees;
- The approach and mechanics for controlling that the set up tactics will achieve the desired strategy in the implementation phase.



JELENA FEDURKO

The author of the books:

"Behind the Cloud: Enhancing Logical Thinking";

"Through Clouds to Solutions: Working with UDEs and UDE Clouds";

"Mistakes and Difficulties in Working with TOC Logical Tools";

"Theory of Constraints Fundamentals".

SEMINAR: Improving Decision-Making with TOC Logical Tools and Throughput Thinking

This one-day master class combines the areas of TOC logical tools and Throughput thinking for decision-making.

Ability to understand and trace the way a decision has been made and to assess validity of its justification allows one to make balanced and responsible decisions. Knowledge of techniques makes this process systematic and reliable.

During the day participants will:

- See the difference between the processes of making a decision and developing a solution;
- Work with cases to see which are the points in the decision making process that benefit most from combining TOC Logical Tools and Throughput thinking;
- Look at specific techniques of using cause-effect clusters for 'reverse engineering' of a decision;
- Look into the difference between necessity and sufficiency logic;
- Discuss and practice techniques of recognizing different motivation patterns reflected in decisions;
- Discuss in detail the process of raising and checking assumptions in logical clusters;
- Work through various examples and cases.

Ability to handle reasoning behind cause and effect allows people to gain a better understanding of reality, to verbalize their intuition, to check validity of the statements and to challenge the routine way of making and validating decisions.



**NERIUS
JASINAVIČIUS**

SEMINAR: Improving Sales and Marketing processes with TOC Tools

This one-day master class covers two very important aspects for company growth Marketing and Sales. Participants will be presented with steps of selecting the right market segment for pro-active sales, as well as changes needed for standardizing sales process and building sales factory.

During the day participants will get the practical knowledge of:

- Differences between Marketing and Sales
- How to make Marketing process measurable and manageable
- How to define right market segment
- How to generate valuable leads
- Why most companies struggle to increase sales
- How to build scalable and repeatable sales process
- How to manage sales process
- How to increase success rate of sales calls.

- *The co-founder and CEO of "TOC Sprendimai";*
- *Certified TOCICO practitioner;*
- *Certified Management consultant;*
- *Author of Management Skills program for owners of SME.*

ALL THREE MASTER CLASSES WILL WORK ON THE SAME AGENDA:

09:30 - 10:00 – registration, morning coffee

10:00 - 12:30 – trainings/seminar

12:30 - 13:30 – lunch

13:30 - 15:00 – trainings/seminar

15:00 - 15:15 – coffee break

15:15 - 17:00 – trainings/seminar

THE TICKETS

You can choose one of the 3 different tickets:

**ONLY
TOCPA CONFERENCE**

On the 15th of May

170 eur*

**ONLY
MASTER CLASS**

On the 16th of May

250 eur*

**TOCPA CONFERENCE +
MASTER CLASS**

On the 15th and 16th of May

350 eur*

* Early bird **until May 5**: -10% discount.

* If you register **2 or more** persons from one company: additional -10% discount for each participant.

* All prices are **without VAT** (if applicable). VAT for Lithuanian attendees: +21%.

REGISTRATION until 13th of May by e-mail: REGISTRACIJA@TOC.LT *

***In your registration e-mail please include:**

- 1) **Participant(s) name(s) and surname(s);**
- 2) **Contact information** (for each participant): e-mail(s) and phone number(s);
- 3) **Ticket type you choose for each participant** (only TOCPA conference; only Master Class or Full Ticket). If you buy 2nd or 3d ticket type, please, write which Master Class you choose for each participant (Oded Cohen, Jelena Fedurko or Nerius Jasinavicius);
- 4) **Information if you need an accommodation.** We can suggest special price in the same hotel as the conference (Holiday Inn Vilnius Hotel, Seimyniskiu g. 1, Vilnius). The Standard room for 1 person: 79 eur, Standard room for 2 persons (two separate beds or one double-bed): 91 eur. Please, choose the room type and include the check in and check out dates.
- 5) **Company details for Proforma invoice:** Company name; Address; Company code; VAT number (if applicable). For *Personal* invoice: Name and Surname, Address.

Contact us at: registracija@toc.lt if you have more questions.

ORGANIZERS AND PARTNERS:

