



Outside compartments, inside compartments, and maybe even hidden zippered pockets—why exactly does a briefcase have so many extra sections? What belongs in which pocket? Do you really have to lug the entire heavy briefcase to every short meeting? Why do eight pens fit in the pen slots—but not one of them is blue? There is a lot to criticize about briefcases. And indeed, a perfectly designed and constructed case would considerably simplify the work of many managers. But it is hard to find. Consultants from Porsche Consulting have taken on the “Briefcase Problem”—and with a wink, applied the same lean principles to it as they do to sports car production.

The waste analysis yielded typical defects: Briefcases tend to be choked with unnecessary items such as bulky notepads and excessively long cables. Their owners spend a lot of time rummaging because the things they need on a daily basis are submerged in the depths. There are unused areas, oversized internal compartments, and dozens of small pockets for unspecified contents. In brief: The typical briefcase often has too many things in it, yet not enough of the things that are needed. And nothing is located where one expects to find it.

By contrast, the ideal lean briefcase should contain precisely what one needs in an accessible and usable manner, as soon as it is needed, in the right amounts, and of the right quality.

Pens, keys, BlackBerry, business cards, calculator and a compartment for personal items are accessible in a flash. Thanks to carefully defined flaps and pockets, Porsche Consulting eliminates prolonged rummaging in outside pockets and extra compartments—and by specifying the contents, also reduces the preparation time needed for packing



Documents and laptop have their set places: Depending on the occasion—office work, consultations, trips—the lean briefcase is packed only with specified necessities

If a highlighter is missing, for example, a silver marking on the pen tab indicates this fact. This “poka yoke” principle—using simple means to prevent errors—is also used to improve sports car production

At the airport, passport and ticket are immediately accessible in perfectly sized compartments, which eliminates lengthy search actions. A zippered closure ensures additional security



Lugging unnecessarily heavy briefcases or single documents to consultations is a thing of the past. The removable “meeting case” is lightweight yet has enough room for everything needed for meetings: documents, laptop and accessories, BlackBerry, pens and notepad—there’s no such thing as wasting space



Porsche Consulting has designed its lean briefcase as a highly flexible case within a case. The motto is “as little as possible, but as much as needed”

The large external case contains the smaller removable meeting case. That makes the lean briefcase perfectly adaptable to every situation

Combating cable chaos: An extra compartment in the meeting case (left) has space for laptop accessories: charger cable, mouse, UMTS card, USB stick and tokens





Without any superfluous compartments, it always has (only) the necessary items: The perfect briefcase in an innovative “16:9” format—lean and stylish



Based on these guidelines, Porsche Consulting has developed the lean briefcase—a case within a case. Its motto is “as little as possible, but as much as needed.”

The perfect briefcase contains only what a manager needs—and everything is in its specified place. It has no more than three different writing implements and an additional high-grade pencil case. If replacement pencil leads run out, this is shown by a colored marking on the specially designed tab. On trips, the passport and ticket are immediately accessible in the outside pocket. For consultations, the removable lightweight meeting case with space for documents and a laptop usually suffices. It features an extra compartment for charger cables, mouse, UMTS card, USB stick

and tokens. And everything is returned precisely to its place—regardless of whether the boss or the secretary packs the bag.

A prototype of the lean briefcase has already been produced together with Porsche Design—which is now looking at how these ideas can flow into the development of its luggage series. Porsche Consulting not only designed the case, but also recommends what contents it should contain and how they should be packed. For the full potential of this lean briefcase can only be realized if its contents are correctly packed. Preparation times are minimized—because that is what Porsche Consulting knows how to do. And now for briefcases too.