

Caracho

08

The magazine from **Porsche Consulting**

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The Appeal of Bahrain

What will come next after oil? How the small desert kingdom is preparing for its economic turnaround

Great Effort at Köster

The general contractor from the construction industry manages its lean processes across all its sites

Porsche Makes Linde Lean

Why formulas used to make sports cars can benefit the fork-lift truck manufacturer





We need to act; the current crisis demands a forceful reaction. We must face up to it, seek solutions, mobilize our defensive powers – and engage in some rethinking. For like all problems, this one, too, has a positive side. As Max Frisch once said, “Crisis is a productive state. One must simply remove the aftertaste of catastrophe.” The Japanese, too, do not associate the term “crisis” with entirely negative consequences. The word “kiki” is composed of two characters, one of which means “danger,” the other “opportunity.” The question to be answered is: “What can be gained from a crisis?”

Porsche showed how to do it, when, at the beginning of the ‘90s, it extricated itself from a difficult economic position by radically restructuring and introducing lean processes, following the Japanese pattern. Since then, many companies from a wide range of business sectors have followed our example, and have realigned their businesses in accordance with the principles of lean management. This method can stabilize the entire company, safeguard and improve liquidity, and create a high level of flexibility, so that the range of products can be adapted quickly to changing demand.

In the current situation, these economic requirements are more sought-after than ever – and they are also being found. We report on two examples in this issue of Caracho. Following the introduction of lean processes, the Aschaffenburg-based company Linde is finding it significantly easier to initiate measures to counter the crisis without losing sight of its long-term objectives. The story of Askubal, based in Korntal, also demonstrates how a company can use lean management methods to achieve stability and move forward into the black, with good future prospects.

These cases are intended to encourage you to take advantage of personal and business opportunities at this particular point in time. We would be very pleased if you were to gain some interesting insights and new motivation as you read.

A handwritten signature in blue ink that reads "Eberhard Weiblen". The signature is written in a cursive, flowing style.

Eberhard Weiblen
CEO Porsche Consulting