

NEWS RELEASE



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For immediate release

ACHIEVEMENT DYNAMICS ANNOUNCES NEW INTEGRATED LEAN ASSESSMENT™ OFFERING

Palm Beach Gardens, Fla., Dec. 7, 2004 – Achievement Dynamics Inc. (ADI) announces that it has added *Integrated Lean Assessment™* to its growing list of product offerings. Targeted primarily at manufacturing companies, Integrated Lean Assessment includes an onsite assessment visit by an ADI representative as well as the methodology necessary for companies to develop their own assessment tools.

Typically the initial visit by ADI is two days. During this time, representatives study how work is performed and how products are produced. A scoring system is used to judge performance and feedback is rendered in thirteen different categories ranging from Product/Material Flow to Enterprise Integration. Using this qualitative information coupled with quantitative assessment, Achievement Dynamics provides a comprehensive report that begins with an overview of the assessment process, followed by a suggested plan on how to move forward with lean implementation. The final sections of the report incorporate highly detailed scoring results and related feedback.

“From the assessment, we provide a suggested plan of lean implementation that not only says where there needs to be improvement, but identifies the tools – such as Lean Learning Laboratories, 5S, Kaizens, etc. -- needed to make the change,” said Achievement Dynamics Senior Vice President Andy Carlino. “Whatever the recommendation may be, it is designed to help manufacturing companies empower employees with the lean principles they need to help them achieve their desired performance goals.”

“There is incredible value in having an objective outside resource like Achievement Dynamics examine your processes,” said Tim Corcoran, Vice President, Sales & Service Organization, North American Operations, ZF Industries, Inc. “And, we found their recommendations through the Integrated Lean Assessment to be pretty much dead-on, helping us prioritize the areas where we have the most opportunity for improvement and providing a plan for us to follow over the next few years.”

Achievement Dynamics was founded as a management consulting firm in 1991. It is known for its expertise in the principles and practices of lean manufacturing, organizational development, process improvement, and human resource development. In combination with its affiliate company, The Lean Learning Center (Novi, Mich.), a provider of lean curriculum, the companies provide a full complement of lean transformation services. Industries served include aerospace, automotive, communications, public utilities, health care, food processing, retail and more.

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