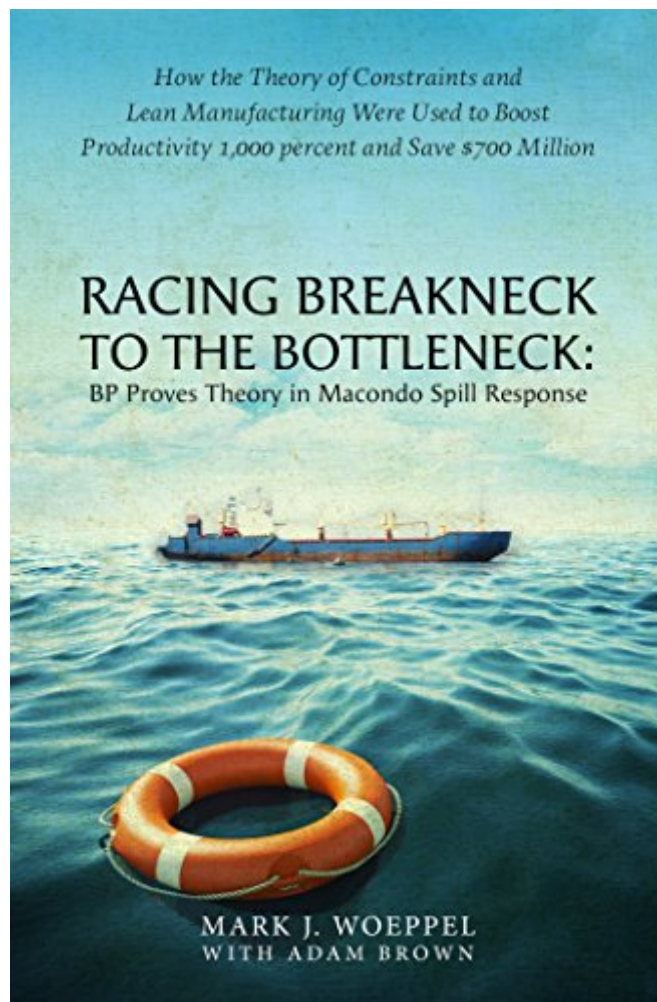


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# Racing Breakneck To The Bottleneck: BP Proves Theory In Macondo Spill Response: How The Theory Of Constraints And Lean Manufacturing Were Used To Boost ... 1,000 Percent And Save \$700 Million





## Synopsis

What can you do to boost capacity overnight when you're running at 100%? When failure of your mission could be broadcast worldwide? These questions were central to the team that supplied equipment to the Gulf of Mexico during the Macondo spill and the historic mop up – the cleaning of more than 10,000 boats, ships and rigs. A small team of experts fanned out across the globe to work with the producers of skimmers, boom, absorbent materials and other products to meet the record setting demand and timelines. When the flow stopped, they engineered the process to decontaminate the vessels, building an organization the size of a fortune 500 company in less than 90 days. Mark and Adam tell the compelling inside story. What the team did to double, triple, even quadruple suppliers' output in a matter of hours and days. How, using the Theory of Constraints, Lean Manufacturing principles, and common sense, they increased productivity and saved over a half billion dollars in expenses under the worst conditions. The book ends by discussing the principles behind the tactics, offering the process improvement lessons learned for application to any continuous improvement effort. Readers will learn:- How to find the leverage points to improve any process, rapidly- The techniques and principles to increasing productivity without significant capital expense- A simple technique to manage remote teams' performance and build collaboration - How to deliver more without sacrificing quality and safety

## Book Information

File Size: 3119 KB

Print Length: 70 pages

Simultaneous Device Usage: Unlimited

Publisher: Pinnacle Americas (August 8, 2015)

Publication Date: August 8, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B013O481U4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #774,804 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #122

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#143 inÂ Books > Business & Money > Management & Leadership > Quality Control &  
Management > Lean #529 inÂ Books > Business & Money > Management & Leadership >  
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## Customer Reviews

I was so glad to get this book. When I read the article Achieving Top Performance Under the Worst Conditions I wanted to contact MarkWoepfel to see if I could know more about the Project. When this book came out I found it fascinating. It is one of the best reviews of the use of TOC in an actual Project ( under tremendous conditions) that I have seen. Sincerely I suggest that anybody related to the consulting or TOC world get a copy and devour it. It is simply unique. Thank you Mark for this amazing recount of the Project and for sharing it in this book form. And to everybody interested in this Area of thought definitely get this book.

As most of us followed the story from home, Mark and his team were on the ground and water across the globe, dramatically reducing the time required to clean up the world's largest oil spill. Managing constraints requires a lot of uncommon common sense. This book based on real events showcases yet again the power of Eli Goldratt's Theory of Constraints. Well done.

This book answered questions I had for years. I knew the speed of the BP cleanup had exceeded expectations without knowing why or how. Once I knew that the why was Pinnacle Strategies, I wanted the "Secret Origin Story"™ of how it was accomplished. Finally hearing the tale was very satisfying. It was particularly impressive realizing they used Theory of Constraints in more than just factories. They applied the same concepts to service type applications managing dock space and cleaning boats. This is going in my continuous improvement library where I can still reach it from my desk.

Excellent book. Mark and his team use many of the initiatives of the Theory of Constraints to accomplish what seems to be extraordinary positive results for BP and the golf coast clean up. After all, it's just common sense! Imagine what the folks at Pinnacle Strategies can do to assist your Company save or earn more money!

Outstanding! Thank you Mark for this excellent account of how the Theory of Constraints (TOC)

helped to speed the Macondo spill clean-up, far beyond any expectations of what was "reasonable" and possible. Thanks also to the Pinnacle Strategies team for their part in responding to this huge national disaster. If not for the Pinnacle team and their contributions, we would probably still be hearing about about the spill on the evening news every night, and many of the companies you helped to be successful contributors to the effort would now be out of business. Great job! Reading this account made me wish I had been part of it all. Maybe this book will help somewhat with the problem TOC practitioners commonly encounter - "If business and operations would only apply the combined TOC - Lean - Six Sigma methods, or hire one of us to help them, they could do substantially more good and earn significantly more profits with the resources they already have."

This book provides practical application of the Theory of Constraints (TOC) and Lean Project Management. The Case Studies and Lessons Learned highlighted in this book provide much needed examples of advanced project management techniques in action. Any project manager wanting to advance his/her knowledge in these areas can benefit from the case studies provided in this text. I have had the good fortune of witnessing the Pinnacle team mentioned in this book working on subsequent projects. I believe they are professionals that lead the field.

Great book! It shows that Theory of Constraints is not a theory, it's a practical focus to get the things done. It has a lot of useful insights about production management and project management. It will help a lot of companies to know about a wonderful method to improve their operations.

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