

AN



IRRATIONAL



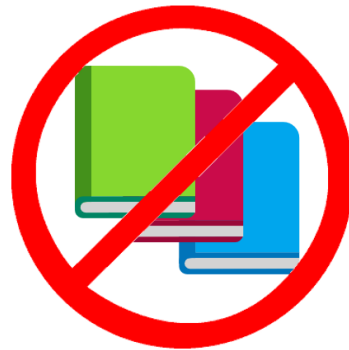
FEAR



Most top Lean promoters and influencers want you to read only the books that have a positive message about Lean (consent to confirmation bias).



Books they perceive as having a negative message about Lean should never be recommended or read (deny reality and ignore relevant information*).



* Maintaining their status is more important than your difficulties or suffering. Think about that.

That's strange, given that they proclaim
"Lean is all about learning" and...



“You learn more from failure
[negative message] than success.”



It does not seem like the top influencers
are serving your interests*.



What's going on?



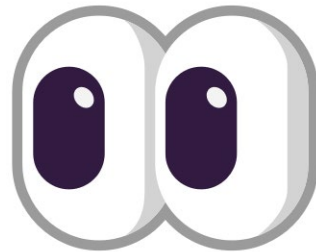
“It almost seems like we’re functioning off the belief that ‘if people really knew the full picture, maybe they wouldn’t choose to practice Lean and, so, let’s not say anything.’”*



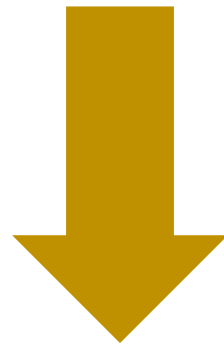
Indeed.

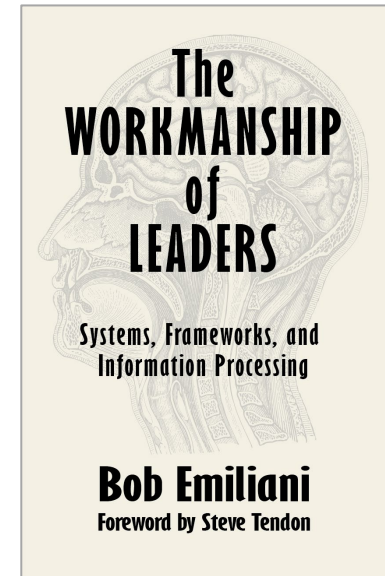
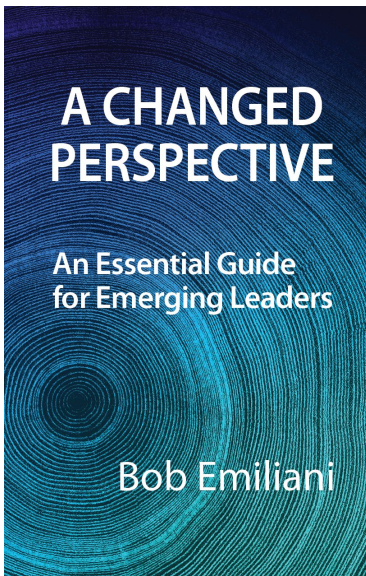
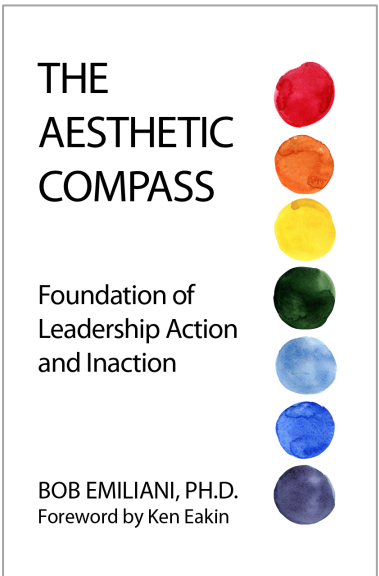
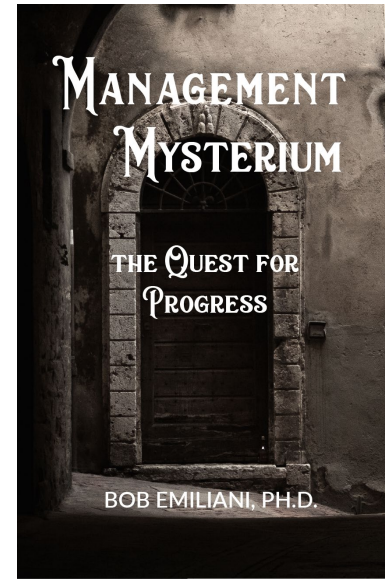
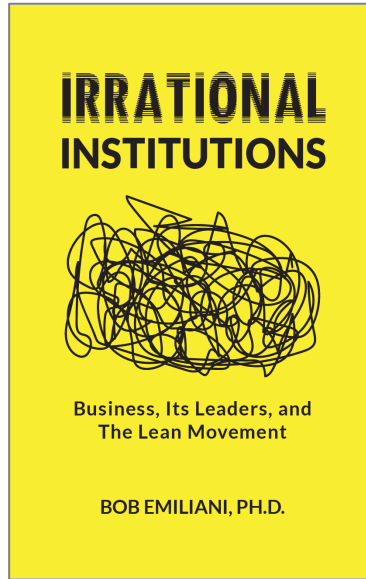
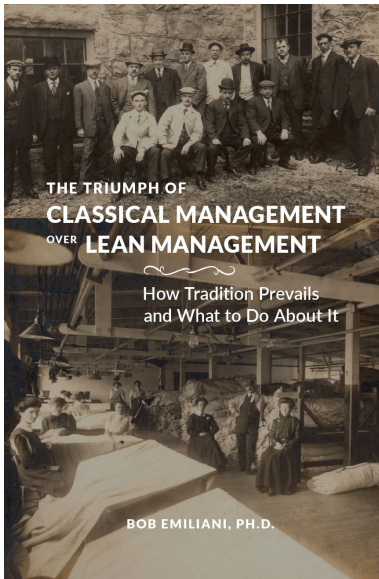


But what is the reality?



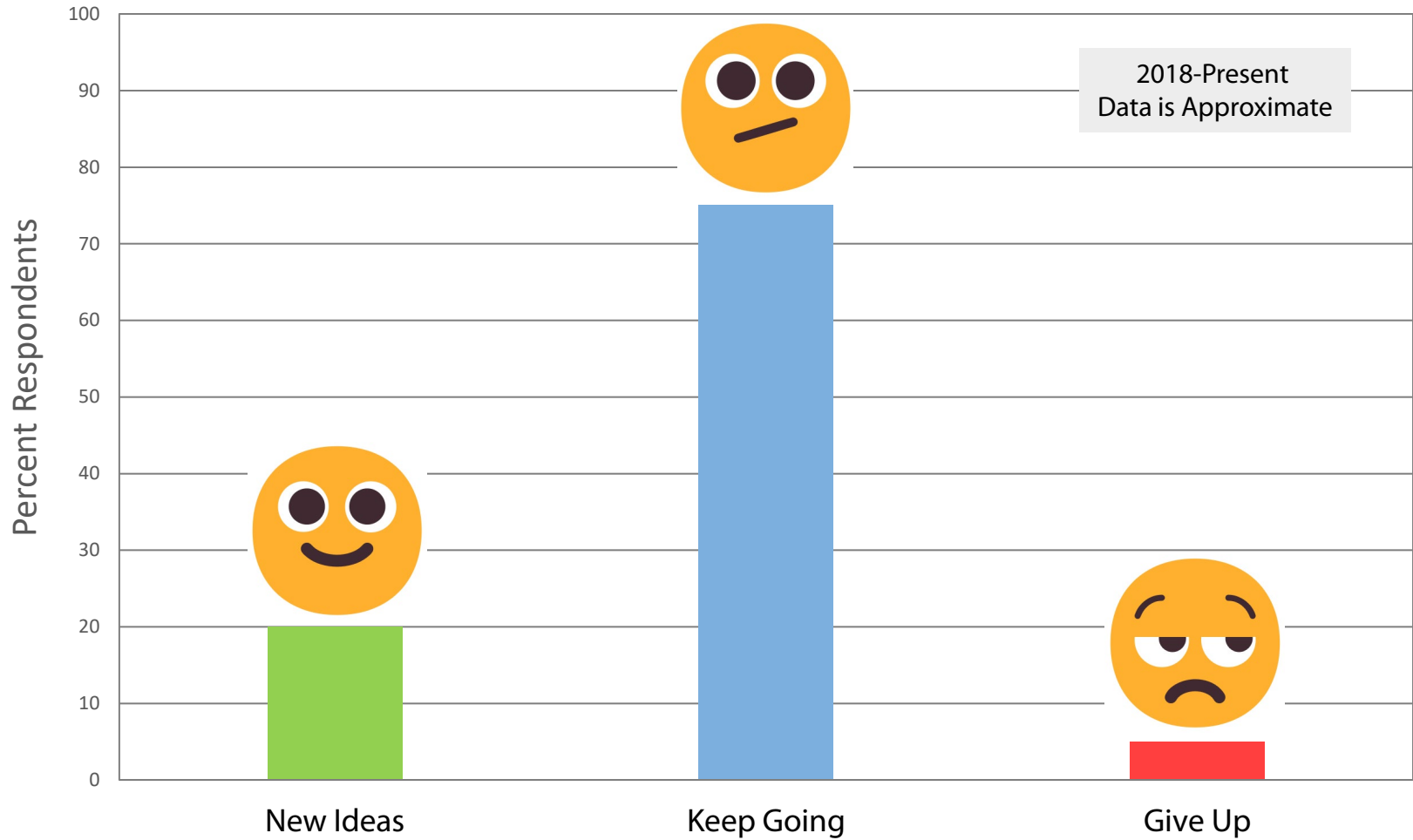
These books give the full picture of the challenge faced by the Lean movement and the challenge of Lean transformation.





How do people react after reading these books?







20% are inspired and develop new ideas to try to find greater success in their organization.



75% are undeterred. They plan to keep going, but with much greater awareness of risks and opportunities.

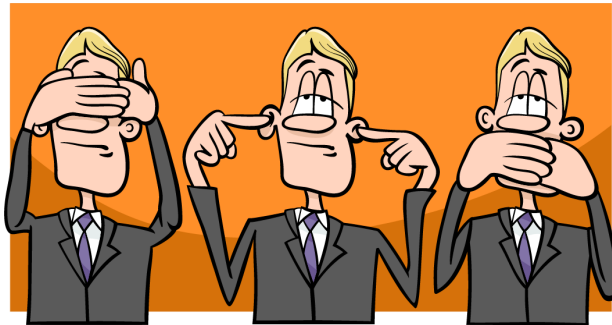


5% plan to give up Lean and find other (but related) work.

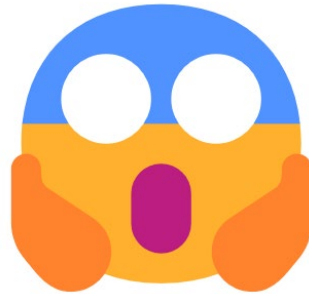
Lean professionals can handle the truth!
They do it every day.



So why do top Lean promoters and influencers hide the truth?



The irrational fear of “negative messages”
about Lean is not grounded in reality.



We can learn from the 20% that are finding news ways to advance Lean.



We can also learn from the 5% that have lost interest in Lean.



Furthermore...

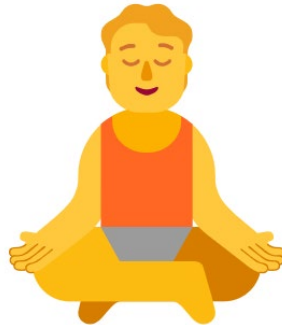
100% are happy to finally learn
what's going on – why Lean is so difficult
to implement in their organizations...



and 100% are happy to learn
"It's not me. I can stop blaming myself!"



And with that, readers find some
serenity and comfort.



So can you.



Please visit
bobemiliani.com/books

