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Satisfaction Survey Results

PURPOSE
The purpose of the satisfaction survey results document is to record how conference attendees rated their overall satisfaction with major elements of the conference and their specific satisfaction with breakout sessions they attended. The results of this satisfaction survey will also help inform planning for similar events in the future.

SUMMARY
On October 26, 2012, the Governor’s Office of Accountability and Performance sent an online survey (via Survey Monkey) to the 2,226 people who attended the 2012 Washington State Lean Transformation Conference on October 23-34, 2012. Ten business days after sending the survey, 33% of the conference attendees (or 739 people) had responded to the survey.

Highlights from the survey include:
- 87% of survey respondents said they would attend the conference if offered again next year.
- More than 80% of respondents gave an “Excellent” or “Very Good” rating to these conference elements:
  - Registration on the Website
  - The Governor’s Opening Remarks
  - The Conference Staff
  - Dr. Mecklenburg’s Opening Keynote
  - The Conference (overall)
  - Registration at the Conference Center
  - Dr. Melzer’s Closing Keynote
  - The Interactions (conference attendees had) with Sponsors/Vendors
- More than 70% of respondents gave an “Excellent” or “Very Good” rating to these conference breakout sessions:
  - The 7 Wastes (Brett Jackson, Premera)
  - The Critical First 60 Minutes of Rapid Process Improvement (Bob Brown, Point B)
  - Toyota Kata (Barb Bouche, Seattle Children's)
  - Lean as a Human Performance System (Gordy Anderson, Impact WA)
  - Making Lean Part of the Culture (Tizzy Bennett, Seattle Children's)
  - Leading a Lean Organization (Sammy Obara, Honsha)
  - Problem Solving (Darril Wilburn, Honsha)
  - Build Your Management System (John Bernard, Mass Ingenuity/Marcie Frost, DRS)
  - The Energy to Cause a Movement (Holly Valkama, Coraggio Group)
  - Doing More With Less (Carlos Venegas, Impact WA)
  - Lean Leadership Orientation (Diane Schairer, Group Health)
  - Herding Cats: Practical Exercise in 5S (Pat Edmonds, Point B)
  - Value Stream Mapping (Sarah Stuart, Impact WA)
  - Improving Service, Changing Culture (LuAnn Stokke, UW)
  - Starbucks Teaching Model Using TWI (Starbucks Team)
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Survey Questions

➤ How would you rate the following conference elements overall?
  • The Conference
  • Registration on the Website
  • Registration at the Convention Center
  • The Conference Staff
  • Interactions I had with Sponsors/Vendors
  • The Governor’s Opening Remarks
  • Dr. Mecklenburg’s Opening Keynote
  • The Panel of Private Sector Partners
  • State Government Results and Lessons Learned Presentation
  • The Gallery Walk
  • The Panel of State Government Leaders
  • Dr. Melzer’s Closing Keynote

➤ How would you rate the breakout sessions you attended?
  All the breakout sessions from both days of the conference were listed.
  
  The survey questions above offered conference attendees the opportunity to rate multiple conference elements and the breakout sessions using the following scale:
  
  5 – Excellent
  4 – Very Good
  3 – Neutral
  2 – Fair
  1 – Poor
  0 – N/A

➤ Would you attend this conference if offered again next year? (Yes/No)

➤ What did you enjoy most about the conference? What could we improve for next year?
  This question invited conference attendees to type their own response.
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WRITTEN COMMENTS
598 respondents wrote comments in the survey. The following quotes are representative of comments reflecting satisfaction with the conference. The quotes are grouped in themes that emerged when we reviewed the written comments.

The Conference Overall
- “Overall the conference was inspiring, educational, motivating and was well orchestrated and value-added!”
- “The energy level was amazing.”
- “I liked the energy, exchanging ideas and learning!”
- “Thank you for the opportunity to learn and help the great State of Washington become LEAN!!”
- “Thank you so much for making this opportunity available to so many. I can’t wait to get started on a LEAN journey in my organization.”

The Governor’s Remarks and the Opening & Closing Keynotes
- “I really enjoyed Governor Gregoire’s opening speech. Overall, the conference provided lots of really good information.”
- “Enjoyed the appearance of the Governor and the recognition that we have been working harder than ever with fewer and fewer resources.”
- “The Governor’s kickoff was superb! So were the opening & closing keynotes.”
- “I enjoyed the Governor’s opening address and I really enjoyed Dr. Mecklenburg’s Keynote Address. I, honestly, can’t stop talking about Dr. Mecklenburg’s stories and have already forwarded the link to the recording of his presentation to my supervisor and several of my co-workers.”

Presenters/Speakers/Breakout Sessions
- “The sense of progress, success and common focus in the audience and presenters was excellent.”
- “The energy and excitement that the speakers brought to the audience - they were genuinely excited about the progress they had made and encouraged others to take Lean on and apply these concepts to your daily jobs.”
- “The quality and variety of speakers and resources was phenomenal.”
- “The panel of state agency leaders was great, and I loved submitting questions via Twitter.”
- “Sessions I attended were great! Great presenters and great opportunity for networking.”
- “The quality of speakers and information presented was at a high standard of excellence and so I didn’t feel like I was wasting my time or the taxpayers' money. The information is directly applicable to my job and the services my agency provides.”
- “I enjoyed the variety and quality of speakers both private and public sectors.”
- “Your speakers were excellent. I am a "hard sell" at conferences, and I have rave reviews for the quality of the speakers. Speakers who can successfully use interactive approaches with groups of 400 people are an inspiration.”
- “The conference was great! The speakers & presenters of LEAN were very encouraging and we could see the "fire" they had.”
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• “The presentations were terrific - very practical.”
• “This conference was fantastic! I was really impressed with honesty in the presentations and the humbleness about the errors and lack of quality which caused their own lean efforts to come forth.”

People New to Lean
• “I am new to Lean and overall the conference was very informative.”
• “This is all new to me, and the speakers I saw in breakout sessions did a good job speaking to all levels of lean practitioners in the audience.”
• “As I know next to nothing about LEAN, I liked the different tracks that allowed for learning from a newbie's perspective.”
• “LEAN was a new concept for me, and was exciting that it has proven results as opposed to some of the other efficiency processes I've gone through over the last 25 yrs of gov't service.”

Content of the Conference
• “The conference provided me with valuable information that I look forward to applying in my job . . .”
• “How it [Lean] applies to other things in life not just work.”
• “Motivating stories, shared lessons learned and networking.”
• “Allowed me to think of Lean in new ways and apply it to some areas I had not previously considered.”

Networking
• “Enjoyed meeting folks from other agencies.”
• “I really liked the cross agency attendance; it was great to see other agencies and learn more about their current projects and ideas.”
• “I enjoyed making new relationships with other state employees adopting LEAN into their operations, and connecting with private entities to help build a network of "consultants" that I can refer to when needed.”
• “I am so grateful for this opportunity! I received great information out of every session that I attended. It was great to make new and re-kindle connections with other state employees.”

We also received informative comments from attendees who were not satisfied with certain aspects of the conference, including:
• Pre-registering for a breakout session and then not being able to get in the room because it was over crowded
• Local restaurants being over crowded during the lunch break and long lines for food in the convention center
• Parking being difficult to find
• Speakers in the main hall being difficult to hear and slides being difficult to see from the back of the hall

We intend to incorporate these survey results into the planning for next year’s conference.