



## **Mike Rother, Author of the Popular “Toyota Kata” Series of Books, to Keynote AME International Conference**

*Mike Rother will keynote and also offer several “Kata in the Classroom” workshops at the AME 2018 International Conference, taking place Oct. 29 - Nov. 1 in San Diego, Calif.*

ROLLING MEADOWS, Ill. ([PRWEB](#)) July 09, 2018 -- The Association for Manufacturing Excellence (AME) is pleased to announce that Mike Rother will keynote and also offer several “Kata in the Classroom” workshops at the AME 2018 International Conference, taking place Oct. 29 - Nov. 1 in San Diego, Calif.

Mike Rother is an engineer, a researcher, and teacher who works to develop scientific thinking in individuals, teams and organizations. He shares his findings widely and is in the Association for Manufacturing Excellence Hall of Fame. At the conference, Rother will discuss the findings behind his books, "Toyota Kata," the "Toyota Kata Practice Guide," and "Toyota Kata Culture" about turning scientific thinking into a practical Agile skill that anyone can learn and use to achieve challenging goals.

Conference attendees will also have the opportunity to attend one of Rother’s Kata in the Classroom workshops, where Rother will run a hands-on exercise that introduces the scientific-thinking pattern of the Improvement Kata. After this session, attendees will be able to run and use the exercise themselves. Rother will offer the 90-minute sessions at no cost, but attendees must sign up in advance because space is limited. Attendees can register in advance at <http://www.ame.org/kata>.

"Toyota Kata doesn't teach problem solving, but rather a scientific mindset that makes us more effective at problem solving. Since no one knows what the world will look like in the future, even the near future, practicing a universal adaptive skill like scientific thinking can lead to durable competitive advantage," says Rother.

The AME International Conference is the largest lean and continuous improvement conference in the world and is expected to attract more than 1,500 continuous improvement professionals. Those interested in attending the AME 2018 International Conference can register online at [www.ame.org/sandiego](http://www.ame.org/sandiego). Follow news about the conference on Twitter using the hashtag #AMESanDiego. The AME International Conference is fortunate to receive support from sponsors who are committed to the continuous improvement community.

To request a press pass for the AME 2018 International Conference, contact Jodi Talley at 224-387-3367 x 234 or email [jtalley@ame.org](mailto:jtalley@ame.org).

### About the Association for Manufacturing Excellence

The Association for Manufacturing Excellence (AME) is the premier not-for-profit organization dedicated to the journey of continuous improvement and enterprise excellence. AME’s membership is composed of a trusted network of volunteers who are committed to leveraging the practitioner-to-practitioner and company-to-company shared-learning experience. Through engaging workshops, plant tours, webinars, summits and industry-leading conferences, AME members are continually discovering and implementing new continuous improvement strategies and best practices. AME offers its members a multitude of valuable resources to help them stay abreast of current industry developments and improve the skills, competitiveness and overall success of their organizations. For more information, visit [www.ame.org](http://www.ame.org) or email [info@ame.org](mailto:info@ame.org).

**Contact Information****Jodi Talley**

Association for Manufacturing Excellence

<http://www.ame.org>

+1 2242325980

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