



TOCICO**News**

DECEMBER 2024

New Benefit for TOCICO Members

PAGE 3

NEW BENEFIT FOR TOCICO MEMBERS
Access to the Black Belt in Thinking
course offered by WiseTech Academy



BBIT
BLACK BELT IN THINKING

A Member Benefit. Free

BOARD MESSAGE - REFLECTING AND LOOKING AHEAD



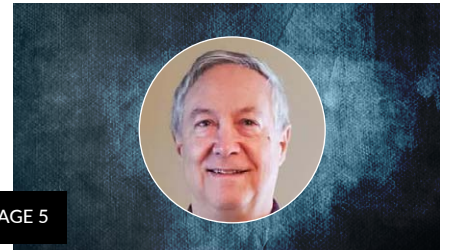
PAGE 2

SPECIAL INTEREST GROUP UPDATES



PAGE 4

NEW MEMBER SPOTLIGHT "I LOVE TOC"



PAGE 5

WELCOME NEW VOLUNTEERS



PAGE 5

Maceo Jourdan

Harikrishnan Velluva
Edayakunnath

LIVE & ON DEMAND



PAGE 7

EXCITING OPPORTUNITIES FOR TOC CERTIFIED MEMBERS



PAGE 8



PAGE 6

SAVE THE DATE
TOC & HEALTHCARE ONLINE CONFERENCE
JUNE 3, 2025





Message from the Board Chair Reflecting on 2024 and Looking Ahead



Christoph Lenhartz

As we approach the end of 2024, I want to take a moment to celebrate the incredible milestones we've achieved as a community. This year, we came together at the Critical Chain online conference and the TOC Innovation Summit in Bad Nauheim, Germany. We introduced new certification marks and member benefits including [PALS](#) and [BBIT](#), endorsed influential publications, and shared success stories that inspire us all. None of this would have been possible without the unwavering dedication of our members, speakers, and volunteers—thank you for making 2024 a year to remember.

Looking ahead to 2025, we have an exciting roadmap of conferences designed to further expand the impact of TOC:

- Critical Chain online conference
- India TOC Conference
- Healthcare TOC online Conference
- TOC Innovation Summit

These events will bring together thought leaders, practitioners, and innovators from around the globe to share insights, inspire progress, and strengthen the bonds within our community. We hope you'll join us and continue to shape the future of TOC.

As we close out the year, I want to wish you and your loved ones a joyful holiday season and peaceful times ahead. The world we live in is often filled with challenges, but TOC reminds us of the principles that can guide us through uncertainty and conflict. Let us carry these four pillars into 2025:

1. **Inherent simplicity** – Even the most complex systems can be understood and improved.
2. **People are good** – Trust in the power of collaboration and mutual respect.
3. **Conflicts can be removed** – Problems are not insurmountable when we focus on their root causes.
4. **Never say 'I know'** – Stay curious, open to learning, and humble in the pursuit of progress.

Thank you for being an essential part of TOCICO. Together, we can make a meaningful difference.

Warm Wishes,

Christoph Lenhartz

Chair of the TOCICO Board

NEW BENEFIT FOR TOCICO MEMBERS

Access to the Black Belt in Thinking

course offered by WiseTech Academy



BBIT

BLACK BELT IN THINKING

A Member Benefit. Free

We are excited to announce that WiseTech Academy is offering TOCICO members exclusive FREE access to their highly acclaimed Black Belt in Thinking (BBIT) course.

This course provides practical tools and strategies rooted in the Theory of Constraints (TOC) to help you:

- Analyze and solve complex problems effectively.
- Resolve conflicts and align teams.
- Drive lasting results in your organization.

Don't miss this incredible opportunity to deepen your TOC expertise and enhance your problem-solving skills at no cost (value USD \$684). This is just one of the many benefits of becoming a TOCICO member!

Dive into BBIT today!

[Learn more](#) about FULL Member Benefits



TOC INNOVATION SUMMIT

OCTOBER 5-8, 2025



SAVE THE DATE!

Special Interest Group Updates!



Agriculture

The TOC for Global Regenerative Agriculture Special Interest Group (SIG) held its first meeting in early December, bringing together passionate individuals from diverse backgrounds and experiences world-wide. The group engaged in vibrant discussions and is now formulating a short list of actionable projects to drive their mission forward. This dynamic SIG is open to anyone interested in exploring how TOC can support regenerative agriculture.

Government

The white paper 'The Goal of Government' is currently being finalized and submission for consideration to the TOC Body of Knowledge is planned for January 2025. The SIG now has consensus on the path forward for the group including the investigation of TOC applications to government continue and a roadmap for how to get to the core conflicts, constraints and measurements of the government, based on the goal of the white paper. Special thanks to Andrew Kay and Eli Schragenheim for their time and attention in helping to confirm the path forward.

If you'd like to join or learn more, please email is at volunteer@tocico.org and become part of this exciting initiative.



WELCOME

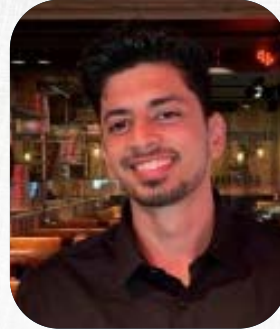
We are pleased to welcome two new volunteers to TOCICO

Maceo Jourdan



Maceo has joined the Marketing committee bringing valuable perspectives that reflect his enthusiasm and experience. We're excited to see how his contributions, combined with the collective efforts of the committee, will help further strengthen TOCICO's outreach and engagement initiatives.

Harikrishnan Velluva Edayakunnath



Harikrishnan is the newest addition to the Conference and Events committee. His insights and dedication are sure to play a key role in enhancing the success of TOCICO's events and conferences.

We're excited to have Maceo and Harikrishnan as part of our growing team of volunteers and look forward to the positive impact they will make!

Ready to volunteer? Contact us volunteer@tocico.org

NEW MEMBER SPOTLIGHT

"I Love TOC" Rob Newbold

[Become a Member](#)

"I've been involved with TOC since I joined the Avraham Y. Goldratt Institute 1988, where I worked as a developer on Eli Goldratt's production scheduling software. Later I worked for Bob Fox at The TOC Center, and in 1996 I started ProChain Solutions. Our goal has always been to revolutionize project management.

I love TOC; both because of its inherent promise, that we can all make a difference; and because, at heart, it is simple. I love TOCICO because it promotes the TOC concepts, and because it is a community of people making a difference with TOC. That's why I became a Lifetime Member. That's why I attend every conference I can.

In 2023, I was honored to be awarded a TOCICO Lifetime Achievement Award, but I still have a lot to do before my TOCICO membership expires. With my company, I continue to simplify the practical application of Critical Chain. I am very interested in the principles and psychology behind setting and achieving goals. And, of course, I will continue to contribute to TOC and TOCICO as best I can."





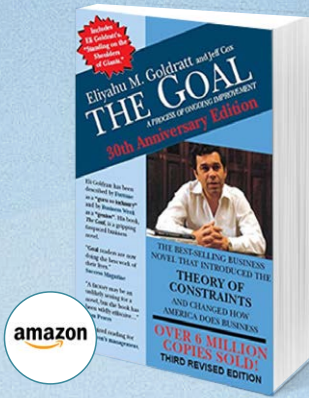
**COMING
SOON!**



TOC & HEALTHCARE
CONFERENCE
JUNE 3, 2025

HAPPY HOLIDAYS

Happy Holidays from all of us at TOCICO! Wishing our global community of TOC enthusiasts peace, joy, and success as we celebrate the season and look forward to an exciting new year together.



90-DAY TURNAROUND WEBINAR SERIES

Facilitated by Sanjeev Gupta



Explore Theory of Constraints on Amazon. As an Amazon Associate, TOCICO earns from qualifying purchases.



**From Challenges to Change:
Improving Healthcare Outcomes
with TOC**

Marcin Ludyga and Jacek Węgrzyk

JANUARY 15

[Register Now](#)



**Turnarounds in Healthcare:
A Proven Formula**

Ms. Alka Wadhwa and
Dr. Gary Wadhwa

ON DEMAND

[Watch Now](#)

GOT A 90-DAY SUCCESS STORY?

We're looking for amazing turnaround stories for our 90-Day Turnaround Series! If you've made impressive improvements using Theory of Constraints in just 90 days, we want to hear from you. Drop Christianna a line at events@tocico.org to share your story or get more info.





Exciting Opportunities for TOC Certified Members

TOCICO is pleased to share our two most recent opportunities available exclusively to our certified members. These roles highlight the growing demand for professionals with TOC expertise in diverse industries.

PLANT MANAGER: A precision manufacturing company is seeking a leader to drive operations and implement TOC principles. This full-time, in-person US role offers a chance to make a meaningful impact on their team and organization.

PROJECT MANAGER: An Audio/Visual Integration company is looking for a TOCPC™ Practitioner in Critical Chain Project Management to join their dynamic team. This position is perfect for someone experienced in AV/LV systems and passionate about applying TOC methodologies.

Not certified yet? There's never been a better time to join the TOCICO network. Certification includes membership, connecting you to a global community of experts, exclusive career opportunities and the unique advantages of being part of the TOCICO network.

For more information, contact us Jennifer Eckman jennifer@tocico.org or Michelle Ackley certification@tocico.org.

CRITICAL CHAIN 2025

Online Conference | April 2-3

Delivering MORE Projects - Better- Faster and at Lower Cost

Critical Chain has enabled thousands of projects to significantly and sustainably improve productivity. Typical improvement ranges from 25% to over 100% increase in productivity and capacity, durations and costs fall, and due-date reliability hits 95% plus. We're looking for speakers who can share insights into the Critical Chain project management methodology, showcase success stories, as well as present new developments and adaptations. [Submit your proposal today](#) share your knowledge and shape the future of project management.



Call for Speakers is Open

[Submit Now](#)



CONTACT US 122 Hawkins Ave., Hamburg, New York 14075 USA

Ph: +1 (716) 440-9186 | admin@tocico.org

JOIN TOCICO

TOCICO provides a pathway for learning about the Theory of Constraints (TOC). TOC principles have been used by corporations (examples below) to engineer a decisive competitive edge and achieve immediate and amazing RESULTS.

