



TOCICO News

JULY 2024

NETWORK. DISCOVER. BE INSPIRED.



NEW CERTIFICATION MARKS



NEW MEMBER BENEFIT



90-DAY TURNAROUND UP NEXT HOSPITALS



OPEN CALL FOR SPEAKERS



AUGUST 27 - NEW MEMBER ORIENTATION



NEW MEMBER SPOTLIGHT DRAGANA HÖSER



TOCICO IMPACT & ENTHUSIASM EWA KULA-PANKAU



ANNOUNCEMENT & DONATION REQUEST



A Message from the Chair

Dear TOCICO Members and TOC Community,

I am pleased to share two significant updates that highlight our ongoing commitment to innovation and growth within the TOCICO community.

First, on July 10th we announced the introduction of our new certification marks, designed to recognize and celebrate the varying levels of expertise in mastering TOC principles and methodologies. These **new certifications** – TOC Fundamentals Certified (TOFC™), TOC Practitioner Certified (TOPC™), and TOC Implementer Certified (TOCIC™) – represent a significant achievement and acknowledgment of your dedication to TOC. In the coming weeks, all who have been certified in the past will receive reissued certificates reflecting these new marks.

Second, we are opening the nomination process for the **TOCICO Board of Directors** on August 1st. This is a great opportunity for our members to participate in shaping the future of TOCICO. We invite you to nominate individuals who meet our eligibility criteria, including being a TOCICO member in good standing and demonstrating a significant understanding of TOC. Your involvement is crucial as we continue to innovate and grow, ensuring that TOCICO remains at the forefront of the TOC community.

It is an exciting time for TOCICO – not the same old, same old. Be part of shaping the future of TOCICO and join us in this journey of continuous improvement and excellence.

Warm regards,



Christoph Lenhartz
TOCICO Board Chair



**NEW
MEMBER
BENEFIT**

Visit Page 5



Board Nominations

Opening August 1st

Here are a few things you might like to know before the nomination process gets started. The TOCICO Board of Directors is composed of individuals who are responsible for governing the organization, setting strategic directions, and ensuring that TOCICO fulfills its mission to promote the adoption of the Theory of Constraints (TOC). The Board includes a Chair, Vice-Chair, Treasurer, Secretary, and other Directors who bring diverse expertise and perspectives to the organization. The nomination process for the TOCICO Board of Directors involves the steps below.

- **Call for Nominations: Starts August 1st!**
- Eligibility and Qualifications
- Submission of Nomination
- Review and Selection
- Election
- Announcements: October 1, 2024 at the TOC Innovation Summit!

If you need more detailed information or specific assistance related to the **Board of Directors** or the nomination process, feel free to ask. Email admin@tocico.org

Current TOCICO Board Members



From Left to Right - Top Row: Christoph Lenhartz, Simon White, Rocco Surace, Matt O'Brien
Bottom Row: Andrew Kay, Val King, Dr. Danilo Sirias, Uwe Techt, David Updegrave

Network. Discover. Be Inspired.

Join the Ultimate TOCICO Experience

WHY ATTEND? Here's what last year's attendees said

Mindblowing

"If you are a TOC professional or want to learn from the most experienced professionals in the world, you have to attend the TOCICO conference. It is mindblowing what companies achieve with TOC and how open they are to share their knowledge and experience."

Innovating

"The TOCICO conference revitalizes me every year. The intellectual, cultural, and subject matter diversity invites me to consider new ideas and innovative approaches."

Transformative

"TOCICO in-person conference is an outstanding opportunity to meet other like-wise professionals from various industries, get to learn about the ways other make a positive change using TOC and get acquainted with new insights and TOC knowledge."

Inspiring

"Event that gave an overview of the main trends of current needs and inspires reflection on future research."

Invigorating

"The TOCICO conference helps me take a step back and look at the big picture, analyze my assumptions, and be invigorated to apply these principles at work."

Thank you to our sponsors



REGISTER with **Early Bird Special Pricing** by August 31st
Bad Nauheim, Germany | September 29 to October 2

Introducing our New Certification Marks: Showcase your TOC Expertise!



During the [July 10th Webinar \(replay\)](#), TOCICO introduced new certification marks to emphasize the value and recognition of TOC certification. These marks represent a significant achievement in mastering TOC principles and methodologies and are offered at varying levels of expertise. **Watch now** or read below.

Watch Now



TOC Fundamentals Certified (TOCFC™)

individuals demonstrate their recognition and understanding of TOC's basic concepts and terminology, either for TOC overall, or in a specific TOC Solution area by passing any Level 1 TOCICO exam.

TOC Practitioner Certified (TOCPC™)

individuals demonstrate the ability to apply, analyze, and evaluate the knowledge of a TOC, in a specific TOC Solution area by passing any Level 2 TOCICO exam.

TOC Implementer Certified (TOCIC™)

individuals demonstrate extended thinking in applying TOC in their own work, in a specific TOC Solution area by passing any Level 3 TOCICO assessment.

Join the #TOCCertified Movement

Post your certificates using [#TOCCertified](#) to connect with peers, showcase your expertise to potential employers, and contribute to the global recognition of TOC excellence. →

Why get #TOCCertified?

- **Career Advancement:** Stand out in the job market and access new opportunities.
- **Enhanced Knowledge and Skills:** Deepen your understanding and application of TOC methodologies.
- **Industry Recognition:** Earn credibility and trust among peers and clients.
- **Professional Network:** Connect with a global community of TOC experts.



Get Certified

Simon Says ... TOC is Awesome!

“After a long journey from 'greenhorn/newbie' to 'feeling like I have a future in this space', certification was the easiest choice to make. In fact, one could easily argue that not having any formal qualification or certification was a constraint that prevented me from advancing my technical competence in the Fundamentals and in Critical Chain. Certification from TOCICO has truly moved me to feel I'm genuinely standing on the shoulders of the TOC giants who came before me, and for that I will be forever grateful. - Simon White, TOCFC™”



A Very Special Offer for TOCICO Members

NEW TOCICO MEMBER BENEFIT Exclusive Discounts from Goldratt Marketing Group

TOCICO is pleased to announce a special new benefit exclusively for our members! Goldratt Marketing Group (GMG) is offering significant discounts for TOCICO Members on two of their premier products:

TOC tv TOC.tv Full Access

Gain unlimited access to a wealth of 700+ TOC videos, including the TOC Insider Series, *The Goal* movie as well as content from Dr. Eli Goldratt, the father of TOC. This platform is a treasure trove of valuable content that will enhance your understanding and application of TOC principles. [Explore TOC.tv Full Access](#)



Annual access FROM \$599* **SPECIAL PRICE \$264.10**

[Get Full TOC.tv Access](#)

VIP Membership

Annual access to everything



Elevate your TOC journey with VIP access to exclusive content such as the TOC Insights and TOC Self Learning Programs, audiobooks and e-Books. This membership provides unparalleled resources to deepen your TOC expertise and stay ahead in the field.

[Discover VIP Membership](#)

Annual access FROM \$949* **SPECIAL PRICE \$579.10**

[Get TOC VIP Access](#)

As a TOCICO Member, just select the option (Member of: TOCICO) when purchasing and the price will be adjusted accordingly.

This opportunity adds significant value to your TOCICO membership, providing you with additional tools to further your professional development and implementation of TOC methodologies. We are committed to continually enhancing the benefits of being a TOCICO member, and this collaboration with GMG is a testament to that commitment. Take advantage of these exclusive discounts today and enrich your TOC journey with the exceptional resources available through TOC.tv and the VIP Membership.

Not a Member? What better time to **sign up** than right now!

Welcome Dragana Höser

Using TOC as a Holistic Approach for Solving Problems



With my colleagues I am working on establishing development strategy and production process for a chemical plant. By nature, I was thinking about which change will bring us the largest improvement. But whatever came to me, did not make much sense, until a friend of mine advised me to have a look at Goldratt's work. She has been implementing TOC already for 5 years and collected enough result to share with others. At the beginning I started to watch TOC videos on YouTube and read *The Goal*, but still I had some difficulties implementing the methodology at work. There are many obstacles in application of TOC in a correct way (analyzing a problem, getting right data, finding a countermeasure, communicating ideas and implement them). Therefore, I decided to see more real-life examples and learn from experts. The main reason why I got in love with TOC is the fact that it is a holistic approach for solving problems. I am very happy that Dr. Eliyahu Goldratt shared his research and practice with us and that there is a strong network that takes care of his work. **It is a real pleasure for me becoming a TOCICO member!**

Everyone Welcome!

- > New Members
- > Guest Members
- > Current Members
- > Non-Members



MEMBER ORIENTATION AUGUST 27 | 5 PM EDT (GMT-4)

What Does TOCICO Membership Offer YOU? Come Find Out!

- Welcome and Introductions
- Events to Enhance your Learning and Networking
- Explore Exclusive Member Resources and Benefits
- Certification and Volunteer Opportunities to Expand your Credentials and Personal Development
- Q&A with TOCICO Board members & Staff

We are excited to invite new members, existing members, as well as non-members to our Member Orientation for an opportunity to learn more about TOCICO, connect with the community, and explore the benefits of membership.

This exclusive meeting will take place on **August 27, 2024 via Zoom starting at 5:00 PM EDT (GMT-4)**. Questions? Email us at admin@tocico.org.

REGISTER



The Goal available on Amazon USA Only



90-Day Turnaround

Webinars



90-Day Turnaround - What, How, Why (Part 1) On Demand

presented by Sanjeev Gupta

[Watch Now](#)



Beyond the 90-Day Turnaround (Part 2) On Demand

presented by Sanjeev Gupta

[Watch Now](#)

Is a 90-day Turnaround possible in a Hospital?

Yes! Join us on August 5th with Dr Christopher Strear, author of *Smash the Bottleneck: Fixing Patient Flow for Better Care* who just by reading the Goal, applied the 5 Focusing Steps to a hospital and within months got major improvement in patient flow.



90 Day Turnaround - August 5th

presented by Christopher Strear, MD

[Register Now](#)



TOC & AI Webinar Series

Live Webinars



Artificial intelligence and Sufficiency Logic August 7th

Thorsteinn Siglaugsson

[Register Now](#)



The Role of AI in Theory of Constraints Consulting: Friend or Foe - On Demand

presented by Mirta Fagundes Dos Santos

[Watch Now](#)



Using Generative AI in Combination with SAP ERP/CCPM Data: Language-based project creation - TBD

presented by Steffen Wester Ebbinghaus

[Coming Soon!](#)



Making the Power of TOC Systems Thinking Universally Accessible Through AI

On Demand



Live Webinars



New Metrics for Managing Flow August 21st

presented by Danny Walsh

[Register Now](#)



Using TOC to Resolve the Privatization Dilemma for Better Decisions and Better Government - TBD

presented by Alfredo Mycue

[Registration Coming Soon](#)



How to Improve the Health System Substantially - Starting with Your Community - October 29th

presented by James F. Cox III and Victoria J. Mabin

[Register Now](#)





THEORY OF CONSTRAINTS
INTERNATIONAL CERTIFICATION ORGANIZATION

Announcement & Donation Request



SPECIAL ANNOUNCEMENT

Reviving Certification Opportunities at the TOC Innovation Summit 2024

As we continue to nurture the professional growth of TOC enthusiasts, we're excited to announce a unique opportunity at the upcoming TOC Innovation Summit 2024 in Bad Nauheim, Germany. We're bringing back on-site certification exams to the TOCICO conference, providing a convenient way for our community members to achieve their certification goals in a supportive and resource-rich environment. By integrating the certification process into the Summit, participants can maximize their time and resources, combining the enriching experience of the event with the convenience of on-site exams.

OUR REQUEST

To make this possible, we are seeking sponsorship or donations from our dedicated members and advocates. We need to raise \$1,000 to cover the logistics of offering these exams, making this opportunity accessible to all interested attendees. By supporting this initiative, you play a crucial role in empowering TOC practitioners and fostering their professional development. Join us in making these certification exams available at the Summit. Please consider making a donation today; every contribution makes a difference!

 [DONATE](#)

CRITICAL CHAIN 2025

Online Conference

Delivering MORE Projects - Better- Faster and at Lower Cost

Call for Speakers is Now Open

Would you like to share your Critical Chain Project Management (CCPM) insights on delivering projects faster, better, and at lower cost with up to 2,000+ project managers and CCPM practitioners? We're seeking client presentations from companies that have implemented CCPM with success. Additionally we're looking for compelling presentations that offer solutions and spark curiosity. Submit your proposal today and make a lasting impact on the project management community.

[SUBMIT NOW](#)

Meet Ewa Kula-Pankau: The Heartbeat of TOCICO's Volunteer Community

We are excited to shine the spotlight on Ewa Kula-Pankau, a dedicated volunteer whose passion for the Theory of Constraints has greatly enriched our community. Ewa's journey with TOCICO began with a desire to immerse herself in a community where she could grow, meet like-minded individuals, and contribute to the adoption of TOC.

"When I saw an invitation in one of the newsletters, I decided to join," Ewa recalls. She found TOCICO to be the most recognizable organization in the field, making it the perfect fit for her ambitions.

Ewa highlights the most rewarding aspects of her volunteer work as the opportunity to collaborate with TOC experts, connect with people from around the globe, and participate in international initiatives. Her enthusiasm and commitment have made a significant impact, and we are grateful for her contributions to our community.

Would you like to volunteer?

[Volunteer Opportunities](#)





Not a Member?
Become a
MEMBER

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.



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