

ARKANSAS

INC

**ARKANSAS ECONOMIC  
DEVELOPMENT COMMISSION**





**Mike Preston**  
Executive Director



**Danny Games**  
Executive Vice President,  
Global Business



**Amy Fecher**  
Executive Vice President,  
Operations



**Jeff Moore**  
Executive Vice President,  
Marketing &  
Communications

# Executive Team



# Existing Business Resource Division

- Approximately 20 staff members
- Key Responsibilities
  - Identify opportunities for growth & expansion
  - Retain existing companies
  - Assist existing companies



Company Visits to develop market intelligence  
Business Managers

Offer Business Solutions that assist in growth  
Client Service Managers



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# Company Visits to develop market intelligence

- All doing company visits
- All doing company visits differently
- All gathering information
- All gathering information differently
- All recording information
- All recording information differently
- Inconsistency in all three areas
- All working independently



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# Situation

- Everyone was working hard
- Everyone thought their way was the right way
- Progress was slow
- Many were discouraged at progress

**Everyone was frustrated**



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# Introduction to KATA

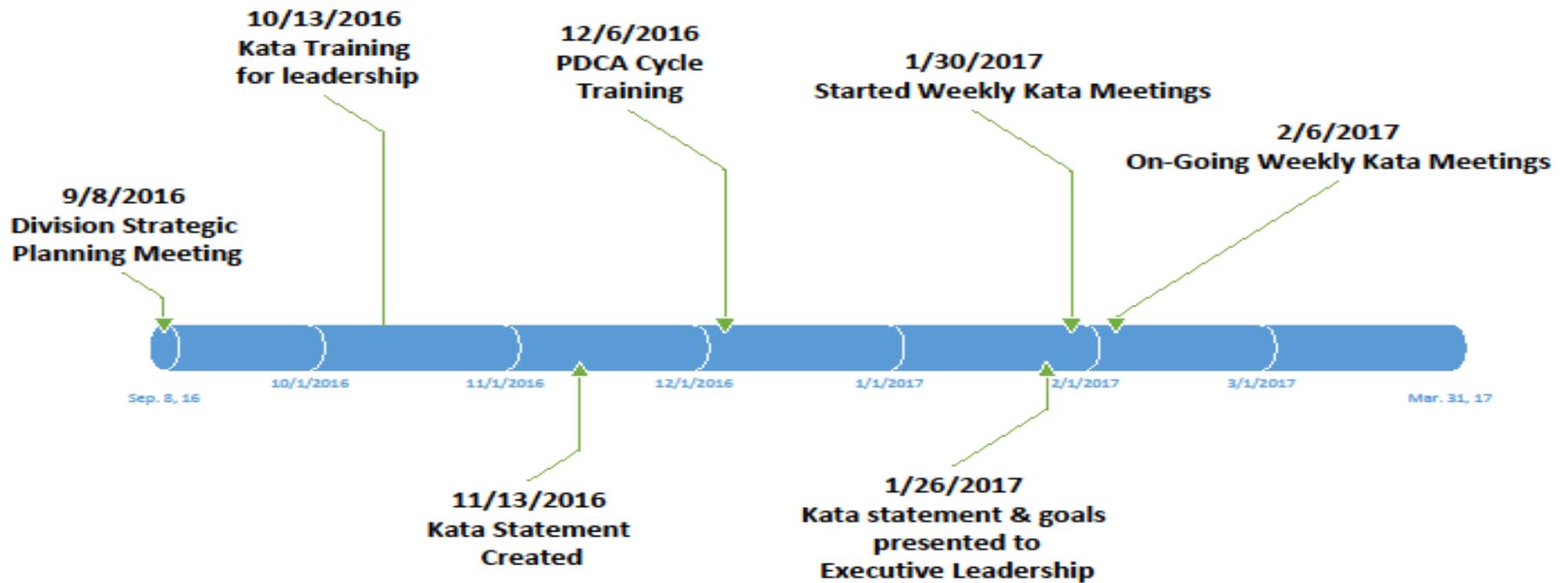
- We needed a way to improve what we were doing
  - Needed to engage everyone
  - Needed to capture best practices
  - Needed a way to resolve issues
  - Needed a way to reduce inconsistencies



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## AEDC – Existing Business Resource Division KATA Journey



# Results

- Improved tracking of company visits
- Reduced time for data entry
- Reduced duplication of records
- More consistent and complete data
- Beginning to plot trends using data compiled
- Increased ability to track MEP metrics
- Improved communications within team
- Created a 'system'



# Accomplishments and Learning

- Created a common language
- We now have a process to identify and resolve issues
- Our processes are now standardized
- Created a culture of empowerment to improve
- We are now able to focus on processes rather than people
- Able to more easily identify priorities
  - Right thing – right time – right reason
- Generated buy-in from team members
- Created a digital “Storyboard” to keep everyone focused
- Created Job Instruction Breakdown Sheets (JIBS)
- We are now beginning to “think” in alignment with the KATA Process





Questions?



# Contact Information

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