

Genchi Genbutsu (go and see the actual situation) means imagining what you are observing is your own job, rather than somebody else's problem and making efforts to improve it. Job titles are unimportant. In the end, the people who know the gemba* are the most respected.



Akio Toyoda,
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* *Gemba* A Japanese term meaning "the actual work place" or "the real place." where value creating activity occurs.