



# BOSCH WINTER NATIONALS





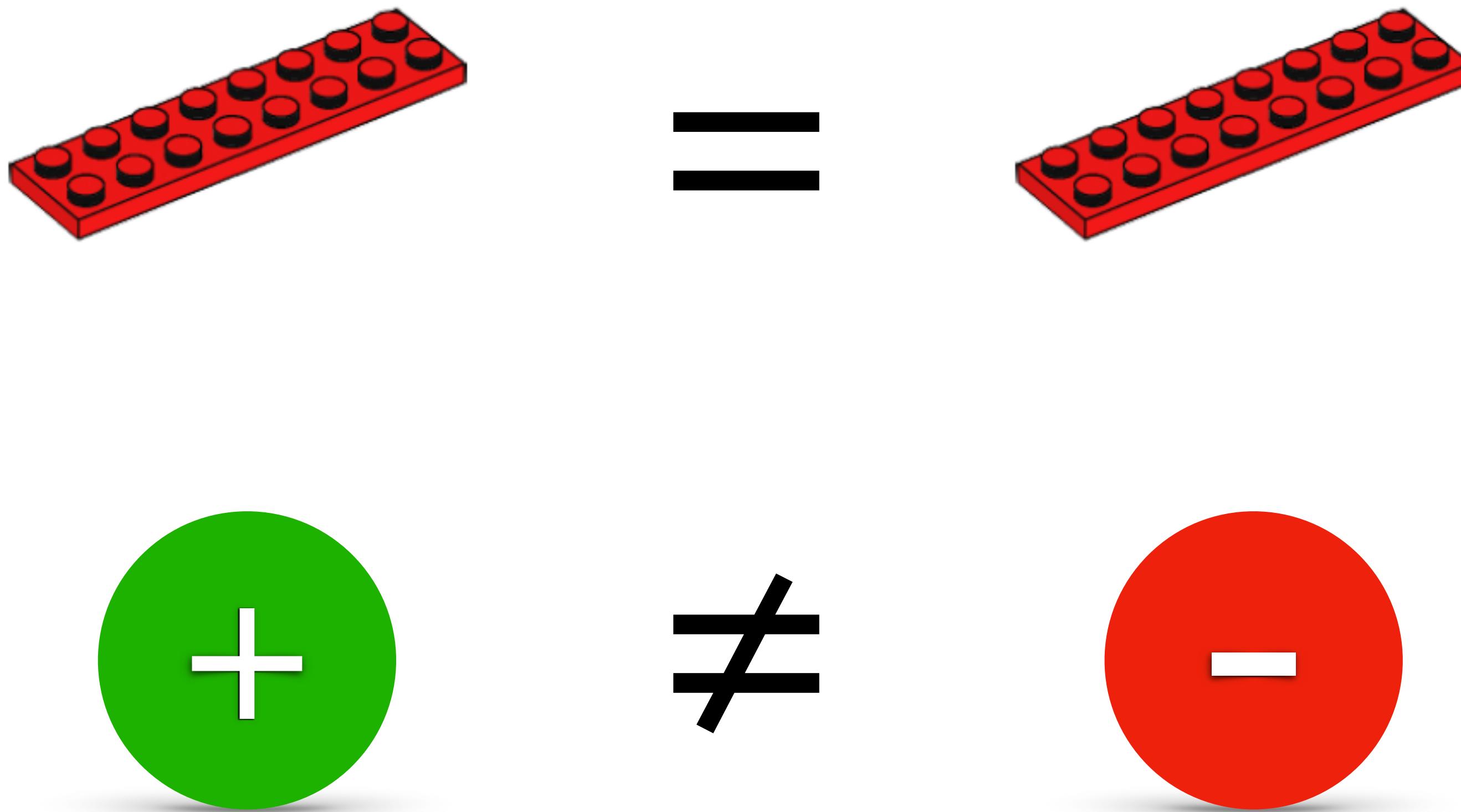
**BOSCH**

THIS WASN'T JUST ABOUT  
HAVING FUN.



**BOSCH**

EVERYONE GOT THE SAME PRODUCT.





## NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Build
Jobs	<ul style="list-style-type: none"><li>• Open box</li><li>• Check parts</li><li>• Read directions</li><li>• Build car</li></ul>
Gains	<ul style="list-style-type: none"><li>• Facilitator pre-checks kits</li><li>• Parts grouped as needed</li></ul>
Pains	<ul style="list-style-type: none"><li>• Unreadable instructions</li><li>• Missing parts</li></ul>
Touchpoints	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race supply store</li><li>• Packaging</li><li>• Instructions</li></ul>
Opportunity Areas	<ul style="list-style-type: none"><li>• Have facilitators QC kits</li><li>• IKEA style instructions</li></ul>



## NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build
<b>Jobs</b>	<ul style="list-style-type: none"><li>• Find facilitator</li><li>• Get Lego® kit</li></ul>	<ul style="list-style-type: none"><li>• Open box</li><li>• Check parts</li><li>• Read directions</li><li>• Build car</li></ul>
<b>Gains</b>	<ul style="list-style-type: none"><li>• Get kit fast so we can start.</li><li>• Kit brought to us.</li></ul>	<ul style="list-style-type: none"><li>• Facilitator pre-checks kits</li><li>• Parts grouped as needed</li></ul>
<b>Pains</b>	<ul style="list-style-type: none"><li>• Don't know where to get kits.</li><li>• Can't find facilitator.</li></ul>	<ul style="list-style-type: none"><li>• Unreadable instructions</li><li>• Missing parts</li></ul>
<b>Touchpoints</b>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race Supply Store</li></ul>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race supply store</li><li>• Packaging</li><li>• Instructions</li></ul>
<b>Opportunity Areas</b>	<ul style="list-style-type: none"><li>• Introduce facilitators to team</li><li>• Have facilitators bring kits</li></ul>	<ul style="list-style-type: none"><li>• Have facilitators QC kits</li><li>• IKEA style instructions</li></ul>



## NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build	Timed Run
Jobs	<ul style="list-style-type: none"><li>• Find facilitator</li><li>• Get Lego® kit</li></ul>	<ul style="list-style-type: none"><li>• Open box</li><li>• Check parts</li><li>• Read directions</li><li>• Build car</li></ul>	<ul style="list-style-type: none"><li>• Find track</li><li>• Reserve track space</li><li>• Race car</li></ul>
Gains	<ul style="list-style-type: none"><li>• Get kit fast so we can start.</li><li>• Kit brought to us.</li></ul>	<ul style="list-style-type: none"><li>• Facilitator pre-checks kits</li><li>• Parts grouped as needed</li></ul>	<ul style="list-style-type: none"><li>• Facilitator reserves track</li><li>• Facilitator takes you to track</li></ul>
Pains	<ul style="list-style-type: none"><li>• Don't know where to get kits.</li><li>• Can't find facilitator.</li></ul>	<ul style="list-style-type: none"><li>• Unreadable instructions</li><li>• Missing parts</li></ul>	<ul style="list-style-type: none"><li>• Have to wait for track time</li><li>• Can't find facilitator.</li></ul>
Touchpoints	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race Supply Store</li></ul>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race supply store</li><li>• Packaging</li><li>• Instructions</li></ul>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Track</li></ul>
Opportunity Areas	<ul style="list-style-type: none"><li>• Introduce facilitators to team</li><li>• Have facilitators bring kits</li></ul>	<ul style="list-style-type: none"><li>• Have facilitators QC kits</li><li>• IKEA style instructions</li></ul>	<ul style="list-style-type: none"><li>• Have facilitators reserve track</li><li>• Facilitator has time sheet</li></ul>



## NAREM Race Team Member

North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build	Timed Run	Tinker
Jobs	<ul style="list-style-type: none"><li>• Find facilitator</li><li>• Get Lego® kit</li></ul>	<ul style="list-style-type: none"><li>• Open box</li><li>• Check parts</li><li>• Read directions</li><li>• Build car</li></ul>	<ul style="list-style-type: none"><li>• Find track</li><li>• Reserve track space</li><li>• Race car</li></ul>	<ul style="list-style-type: none"><li>• Make car faster</li><li>• Get additional accessories</li></ul>
Gains	<ul style="list-style-type: none"><li>• Get kit fast so we can start.</li><li>• Kit brought to us.</li></ul>	<ul style="list-style-type: none"><li>• Facilitator pre-checks kits</li><li>• Parts grouped as needed</li></ul>	<ul style="list-style-type: none"><li>• Facilitator reserves track</li><li>• Facilitator takes you to track</li></ul>	<ul style="list-style-type: none"><li>• Facilitator has tips</li><li>• Store has go-fast parts</li></ul>
Pains	<ul style="list-style-type: none"><li>• Don't know where to get kits.</li><li>• Can't find facilitator.</li></ul>	<ul style="list-style-type: none"><li>• Unreadable instructions</li><li>• Missing parts</li></ul>	<ul style="list-style-type: none"><li>• Have to wait for track time</li><li>• Can't find facilitator.</li></ul>	<ul style="list-style-type: none"><li>• Have to guess at mods</li><li>• Store out of parts</li></ul>
Touchpoints	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race Supply Store</li></ul>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race supply store</li><li>• Packaging</li><li>• Instructions</li></ul>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Track</li></ul>	<ul style="list-style-type: none"><li>• Facilitator</li><li>• Race supply store</li><li>• Go-fast parts</li></ul>
Opportunity Areas	<ul style="list-style-type: none"><li>• Introduce facilitators to team</li><li>• Have facilitators bring kits</li></ul>	<ul style="list-style-type: none"><li>• Have facilitators QC kits</li><li>• IKEA style instructions</li></ul>	<ul style="list-style-type: none"><li>• Have facilitators reserve track</li><li>• Facilitator has time sheet</li></ul>	<ul style="list-style-type: none"><li>• Have mods book/site</li><li>• Facilitator has accessories</li></ul>



## NAREM Race Team Member

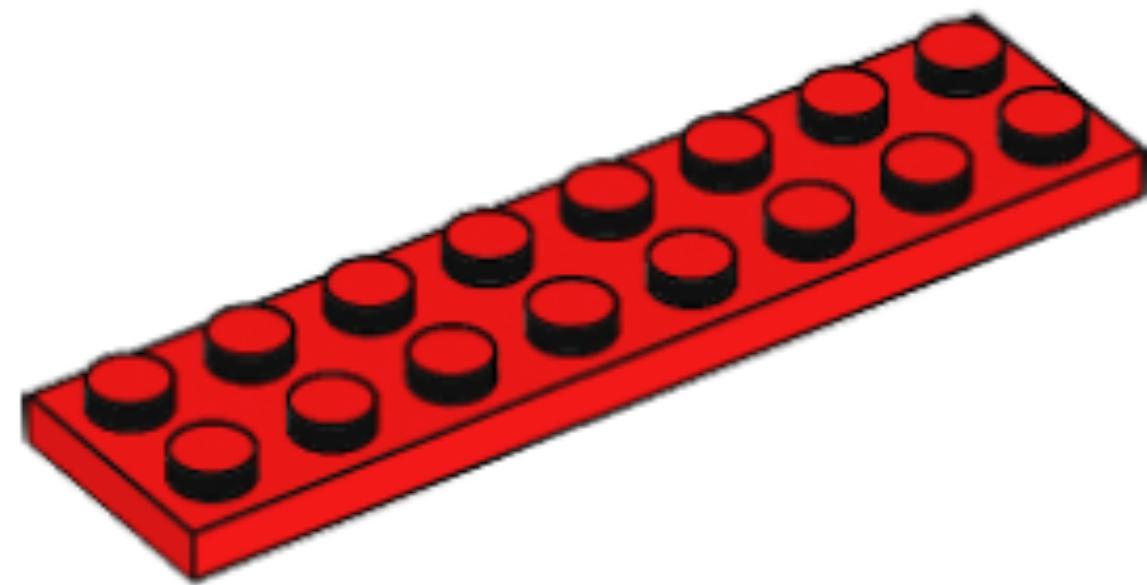
North American executives building a Lego® race car at regional executives meeting in Detroit.

Phases	Get Kits	Build	Timed Run	Tinker	Timed Run
Jobs	<ul style="list-style-type: none"><li>Find facilitator</li><li>Get Lego® kit</li></ul>	<ul style="list-style-type: none"><li>Open box</li><li>Check parts</li><li>Read directions</li><li>Build car</li></ul>	<ul style="list-style-type: none"><li>Find track</li><li>Reserve track space</li><li>Race car</li></ul>	<ul style="list-style-type: none"><li>Make car faster</li><li>Get additional accessories</li></ul>	<ul style="list-style-type: none"><li>Reserve track space</li><li>Determine time left</li><li>Race car</li></ul>
Gains	<ul style="list-style-type: none"><li>Get kit fast so we can start.</li><li>Kit brought to us.</li></ul>	<ul style="list-style-type: none"><li>Facilitator pre-checks kits</li><li>Parts grouped as needed</li></ul>	<ul style="list-style-type: none"><li>Facilitator reserves track</li><li>Facilitator takes you to track</li></ul>	<ul style="list-style-type: none"><li>Facilitator has tips</li><li>Store has go-fast parts</li></ul>	<ul style="list-style-type: none"><li>Facilitator reserves track</li><li>Facilitator knows time to beat</li></ul>
Pains	<ul style="list-style-type: none"><li>Don't know where to get kits.</li><li>Can't find facilitator.</li></ul>	<ul style="list-style-type: none"><li>Unreadable instructions</li><li>Missing parts</li></ul>	<ul style="list-style-type: none"><li>Have to wait for track time</li><li>Can't find facilitator.</li></ul>	<ul style="list-style-type: none"><li>Have to guess at mods</li><li>Store out of parts</li></ul>	<ul style="list-style-type: none"><li>Have to wait for track</li><li>Don't know time after run</li></ul>
Touchpoints	<ul style="list-style-type: none"><li>Facilitator</li><li>Race Supply Store</li></ul>	<ul style="list-style-type: none"><li>Facilitator</li><li>Race supply store</li><li>Packaging</li><li>Instructions</li></ul>	<ul style="list-style-type: none"><li>Facilitator</li><li>Track</li></ul>	<ul style="list-style-type: none"><li>Facilitator</li><li>Race supply store</li><li>Go-fast parts</li></ul>	<ul style="list-style-type: none"><li>Facilitator</li><li>Track</li></ul>
Opportunity Areas	<ul style="list-style-type: none"><li>Introduce facilitators to team</li><li>Have facilitators bring kits</li></ul>	<ul style="list-style-type: none"><li>Have facilitators QC kits</li><li>IKEA style instructions</li></ul>	<ul style="list-style-type: none"><li>Have facilitators reserve track</li><li>Facilitator has time sheet</li></ul>	<ul style="list-style-type: none"><li>Have mods book/site</li><li>Facilitator has accessories</li></ul>	<ul style="list-style-type: none"><li>Have facilitators reserve track</li><li>Facilitator has all times run</li></ul>

OUR PRODUCTS ARE  
LIKE THE LEGOS IN  
OUR ACTIVITY.



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WE DESIGN OUR  
PRODUCTS TO  
INCLUDE CUSTOMER  
NEEDS IN THE BUILD  
PHASE.

Build



**WHEN WE  
EMPATHETICALLY  
UNDERSTAND  
CUSTOMER NEEDS  
ACROSS THEIR  
JOURNEYS**

**WE FIND  
OPPORTUNITY.**

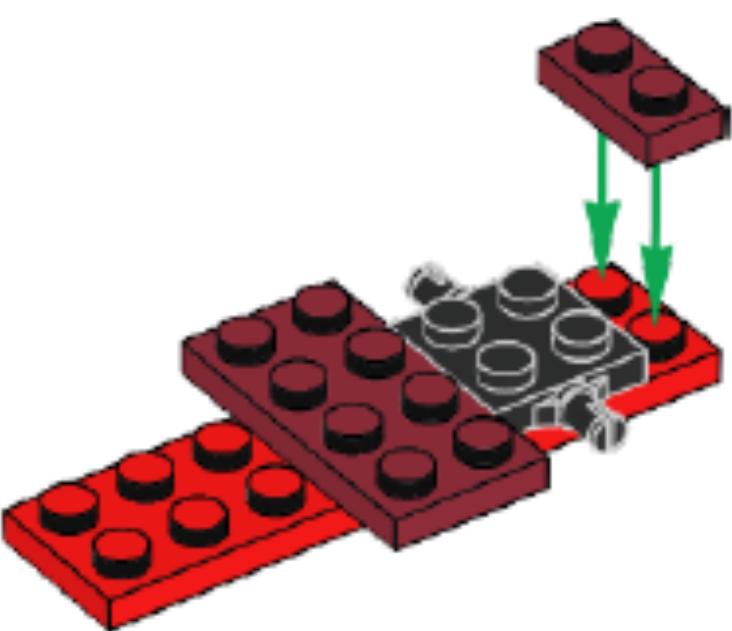
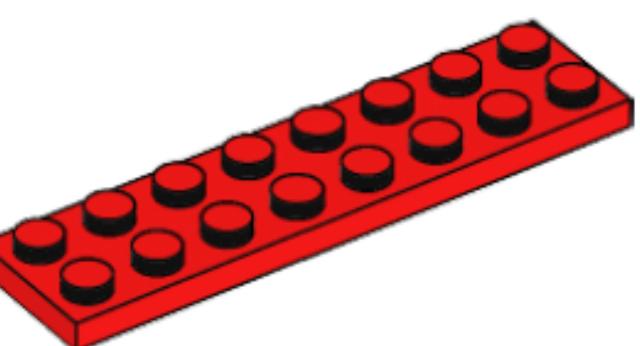


**BOSCH**

**Buy**



**Build**



**Race**

