

## **A3 Thinker 1.0 brings Lean Problem Solving to iPhones and iPads**

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Agile Sensei today introduces A3 Thinker 1.0 for iOS, a formidable Lean problem-solving tool based on Toyota's core management philosophy and approach to solve problems, improve and mentor. This stylish app features 65 brainstorming cards with hundreds of questions designed to guide problem owners in each step of a problem-solving sequence. A3 Thinker facilitates efficient conversations and helps teams and individuals distill essential information, frame and breakdown problems vividly.

Dublin, Ireland - Claudio Perrone, aka Agile Sensei, today is pleased to announce the release and immediate availability of A3 Thinker 1.0 for iOS, a formidable Lean problem-solving tool based on Toyota's core management philosophy and approach to solve problems, improve and mentor. The stylish app features 65 brainstorming cards with hundreds of questions designed to guide problem owners in each step of a problem-solving sequence.

A3 Thinker was born from the observation that, despite their best efforts, very few people seem to take the time - or know how - to frame, analyze and eradicate the problems they inevitably face in their workplaces and personal lives.

But rather than resorting to short-lived solutions and risking to "go fast nowhere", experienced Lean practitioners adopt a systematic approach to problem solving based on the scientific method. As their understanding of the problem develops over time, they capture and share their insights, often on a single sheet of paper traditionally called "A3 report". Unfortunately, this approach is easy to adopt but can take years to truly master.

A3 Thinker acts like a personal sensei, a skilled mentor working side-by-side with the goal of guiding problem owners and develop their critical thinking skills. By following the advice provided in each card, problem owners gather facts first-hand, identify and frame problems worth solving, set targets, perform root-cause analysis (e.g. "5 Whys"), implement and verify the effect of countermeasures, set new baselines for improvement, extend their circle of influence and more.

Each brainstorming card removes the guesswork and helps frame problems with improved clarity, accuracy, precision, relevance, depth, breadth, logic and significance. A3 Thinker's Socratic questioning approach ensures that teams are engaged in efficient problem-solving conversations and fact-finding investigations.

### **User Requirements:**

A3 Thinker is designed for managers, teams, change agents and anyone else who'd like to systematically move from where they are to where they need to be.

### **Device Requirements:**

- \* iPhone (3GS and up), iPod touch (3rd generation and up) and iPad
- \* Optimized for iPhone 5
- \* Requires iOS 5.1 or later
- \* 11.9 MB

### **Pricing and Availability:**

A3 Thinker 1.0 currently costs \$2.99 (USD) and can be found in the iOS App Store in the Business category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request.

Agile Sensei:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://agilesensei.com>

A3 Thinker 1.0:

<http://a3thinker.com>

Purchase and Download:

<https://itunes.apple.com/app/a3-thinker/id561319885>

Screenshot:

<http://a879.phobos.apple.com/us/r1000/067/Purple2/v4/99/6f/54/996f546f-251e-a392-5e7d-20377b6213d0/mzl.esmlfamg.480x480-75.jpg>

App Icon:

<http://agilesensei.com/files/A3-Thinker-Site-Icon.png>

Claudio Perrone, aka Agile Sensei, is a well-known Lean and Agile management consultant, serial entrepreneur and startup strategist. He is based in Dublin, Ireland, and operates worldwide. In his career, he has been driving the design and development of several large-scale solutions for global companies in the fields of e-learning, e-commerce, manufacturing and automation. Today, he integrates Lean and Agile product development, Lean Change and Lean Startup approaches to help his clients converge to success. In doing so, Claudio has been playing key roles in Lean and Agile transformations for global organizations as well as for some of the fastest-growing technology startups in the world. Claudio is a well-respected member of the international Agile, Lean Software and Kanban communities. He is currently writing a book and developing solutions around A3 Thinking, a Lean management approach to systematically solve problems, improve and mentor. Copyright (C) 2013 Agile Sensei. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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