

## July 09: Lean or Green - do we have to choose?

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Have you seen our "Lean or Green?" advertisement?

According to a 2009 survey by Booz & Co, 40% of businesses expect to delay or slow down their green initiatives due to the economic downturn. We believe these businesses are missing a trick. Our approach to performance improvement retains all the economic advantages of the Lean philosophy AND delivers significant environmental benefits.

[Click here to read about how you can bring your Lean and Green initiatives together.](#)

[Click here to join Professor Peter Hines' Lean and Green networking group on Linked In.](#)

[Click here to email us about your interest in Lean and Green, and we will call you back.](#)