

Kaizen Challenge

The Japanese love fresh fish. However, the waters close to Japan have not held many fish for decades. Therefore, to feed the Japanese population, fishing boats got bigger and went farther than ever.

The farther the anglers went, the longer it took to bring in the fish. If the return trip took more than a few days, the fish were not fresh. The Japanese did not like the taste.

To solve this problem, fishing companies installed big freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go farther and stay longer. That was a great solution and they thought that the problem is solved forever. They celebrated their invention.

They were very disheartened to know that the Japanese could taste the difference between fresh and frozen and they did not like frozen fish. They were not ready to buy them. The frozen fish brought a lower price. There was again a question of survival of the fishing industry.

After deep discussions, many sleepless nights, again a solution came into their minds. They were doubtful but still they thought that's its worth working. A genius suggested installing fishing tanks so that fishes must get the natural environment to live. So fishing companies installed fish tanks. They would catch the fish and stuff them in the tanks, fin to fin. They thought that the problem is fixed now. However, the fishes displayed a different nature. Since the size of tanks had their own limitations after a little thrashing around, the fish stopped moving. They were tired and dull, but alive. Unfortunately, the Japanese could still taste the difference. Because the fish did not move for days, they lost their fresh-fish taste. The Japanese preferred the lively taste of fresh fish, not sluggish fish.

So how did Japanese fishing companies solve this problem? How do they get fresh tasting fish to Japan? If you were consulting the fish industry, what would you recommend?

To keep the fish tasting fresh, the Japanese fishing companies still put the fish in the tanks. However, with a management solution, real life solution, **now they add a small shark to each tank**. The shark eats a few fish, but most of the fish arrive in a very lively state. The reason, the fish were challenged.

Kaizen Lesson

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The moral of the story is **Instead of avoiding challenges, jump into them. Beat the heck out of them. Enjoy the game.**

If your challenges are too large or too numerous, Do not give up. Failing makes you tired. Instead, reorganize. Find more determination, more knowledge, more help.

If you have met your goals, set some bigger goals. Once you meet your personal or family needs, move onto goals for your group, the society, even mankind.

Don't create success and lie in it. You have resources, skills and abilities to make a difference.

Put a shark in your tank and see how far you can really go!