

D5D — 5-Day Rapid Operational & Cultural Diagnosis



FERNANDO FLORA
INDUSTRIAL TURNAROUND EXECUTIVE



ERF | EXECUTIVE
RECOVERY
FRAMEWORK™

INTERIM LEADERSHIP.
IMMEDIATE IMPACT.
SUSTAINABLE RESULTS.



ACTIVA 6D™
OPERATING SYSTEM

ACTIVATE CLARITY.
DRIVE GROWTH.

TWO FRAMEWORKS. ONE DIRECTION. LASTING RESULTS.





FOCUS
Clarity on
what matters



EXECUTION
Discipline that
delivers results



IMPROVEMENT
Better every day,
always



CULTURE
Committed people,
sustainable results

**PEOPLE.
PERFORMANCE.
PROFIT.**



The Executive-to-Gemba Disconnect

Why Plant Dashboards Look "Green" While Margins Bleed — and How D5D[™] Closes the Gap

The 'Watermelon' Metric Effect

Aggregated efficiency targets mask shift-to-shift cycle time variances, hidden rework loops, and setup bottlenecks.

Filtered Upward Communication

Operational friction is softened through management layers — CEOs and COOs receive summaries, not floor reality.

Frontline Financial Blind Spots

Supervisors manage daily output without connecting machine downtime, scrap, and overtime to plant margin and cash burn.

Independent Gemba Observation

D5D[™] enters the plant without pre-briefings — capturing unfiltered operational reality from Day 1 across all shifts and lines.

DP&L[™] Financial Translation

Every waste stream, downtime event, and scrap source is quantified in direct P&L financial impact — not just operational metrics.

Day 5 Executive Clarity

C-suite receives the Top 5 Business Priorities, Approved Quick Wins, and a co-created activation roadmap — all within 120 hours.

✓ **D5D[™] does not advise from a distance.** It delivers an unfiltered, financially quantified snapshot of your plant's true operational baseline — in 120 hours.

The Dual-Engine Diagnostic Architecture

One 120-Hour Assessment. Two Synchronized Diagnostic Engines.

SYSTEM I — ERF™ EXECUTION & FINANCIAL ENGINE

FCTRL™ — Financial Control & Line-of-Sight Audit

Audits whether 1st and 2nd line leadership (supervisors and plant leads) understand their shift targets, cost drivers, and how daily operational decisions directly connect to plant financial performance.

OEFF™ — Operational Efficiency Scan

Evaluates cycle time variances across shifts, audits actual vs. reported OEE accuracy, and maps primary shop-floor bottlenecks on primary manufacturing lines.

MNTSTB™ — Maintenance Stability & Asset Reliability Audit

Scans equipment availability, evaluates primary breakdown drivers, audits MTTR/MTBF tracking discipline, and verifies critical spare parts readiness on critical lines.

Q-FLOW™ & M-FLOW™ — Quality & Material Flow Diagnostic

Maps defect leakage points before customer boundaries, evaluates visual scrap tracking discipline, and identifies warehouse-to-line material staging friction and WIP accumulation zones.

SYSTEM II — ACTIVA 6D™ HUMAN GOVERNANCE ECOSYSTEM

D-HSR™ — Human Stability Radar

Evaluates shop-floor morale, turnover risk, shift handover discipline, and psychological safety across production lines.

D-PMS™ — People Management System

Assesses daily frontline routines—evaluating standard safety/quality checks, Gemba walking habits, continuous improvement participation, and operator recognition.

D-121™ — Organizational Listening Assessment

Conducts structured 1-on-1 listening sessions across leadership and frontline personnel to capture unfiltered operational reality and friction points.

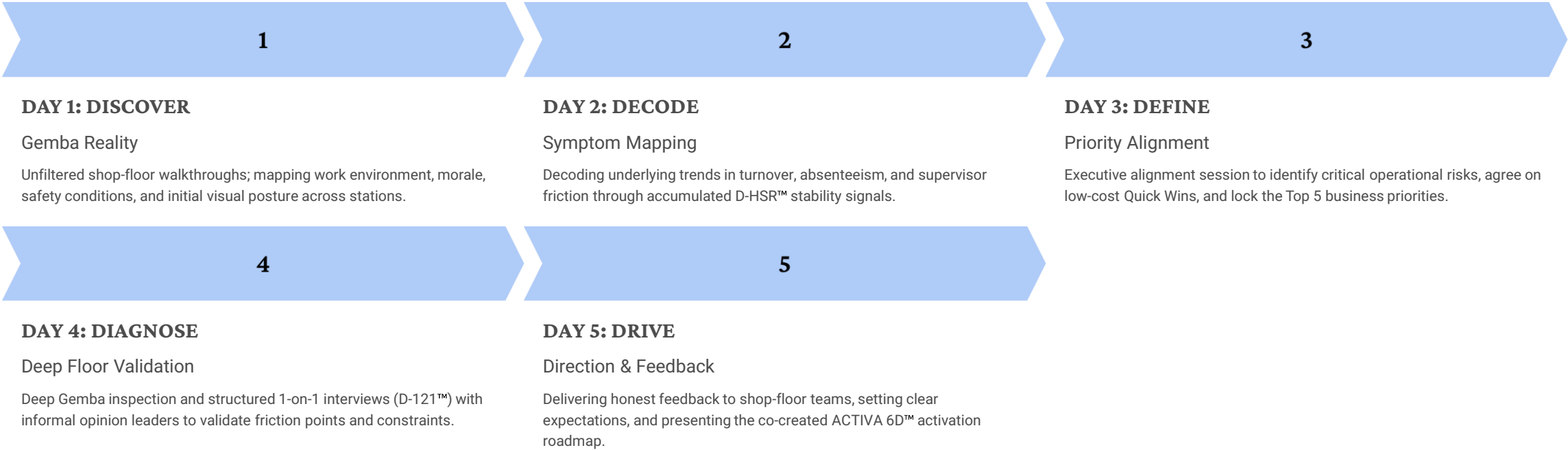
D-SP™ — Strategic Alignment Radar

Evaluates how effectively plant goals, targets, and executive priorities cascade down to daily shop-floor execution.

✅ **D5D™ 120-Hour Assessment Output:** Both engines run simultaneously across 5 days — delivering 10 institutional deliverables, the Top 5 P&L priorities, and an immediate Quick Wins activation roadmap.

The 5-Day Assessment Sequence (The 5Ds)

120 Hours from Gemba Reality to Co-Created Priority Alignment



120-Hour Assessment Deliverables

HUMAN & CULTURAL BASELINE

- D-HSR™ Emotional Climate & Safety Snapshot
- Leadership Behavior & Presence Focus Map
- Work Environment & Physical Safety Scan

OPERATIONAL CONTRAST

- KPI Report vs. Gemba Reality Gap
- DP&L™ Financial Waste Exposure
- Day-0 Baseline for Bi-Monthly Assessments

EXECUTIVE ROADMAPS

- Master Executive D5D™ Assessment Report
- Quick Wins Action List (Low-cost, immediate)
- Top 5 Business Priorities & Activation Plan

Diagnostic Audit Modules — System I: ERF™

Five Operational & Financial Lenses Applied Simultaneously During the 120-Hour Assessment

D5D™ ASSESSMENT SCOPE — SYSTEM I MODULES ONLY

FCTRL™

Financial Control & Line-of-Sight Audit

Audits whether supervisors and plant leads understand shift targets, cost drivers, and how daily decisions connect to plant financial performance.

OEFF™

Operational Efficiency Scan

Evaluates cycle time variances across shifts, audits actual vs. reported OEE accuracy, and maps primary shop-floor bottlenecks.

MNTSTB™

Maintenance Stability & Asset Reliability Audit

Scans equipment availability, evaluates breakdown drivers, audits MTTR/MTBF tracking discipline, and verifies critical spare parts readiness.

Q-FLOW™

Quality Flow Diagnostic

Maps defect leakage points before customer boundaries and evaluates visual scrap tracking discipline.

M-FLOW™

Material Flow Diagnostic

Identifies warehouse-to-line material staging friction, WIP accumulation zones, and line-side replenishment gaps.

Ten Institutional Deliverables on Day 5

Diagnostic Reports & Action Roadmaps Delivered to C-Suite on Hour 120

DIAGNOSTIC REPORTS	ACTION ROADMAPS
01	01
Master D5D™ Executive Assessment Report Comprehensive 120-hour Gemba findings — technical tensions, human friction, and operational risk mapped in full.	Top 5 Business Priorities Alignment Ranked by financial impact and speed of execution — co-created with plant leadership during Day 3 alignment session.
02	02
D-HSR™ Emotional Climate & Safety Snapshot Shop-floor morale index, psychological safety score, and shift handover discipline rating.	Approved Quick Wins Action List Low-cost, immediately executable improvements identified during Gemba walks — no CAPEX required.
03	03
KPI vs. Gemba Reality Gap Analysis Exposes the delta between reported dashboard metrics and actual floor conditions observed during assessment.	Frontline Leadership Behavior Assessment Supervisor coaching quality, shift discipline, escalation behavior, and daily management routine adherence.
04	04
DP&L™ Financial Waste Loss Map Every identified waste stream quantified in direct P&L financial impact — scrap, downtime, rework, and WIP stagnation.	ACTIVA 6D™ & ERF™ Activation Roadmap Sequenced dual-engine deployment plan — operational and human governance milestones aligned to business priorities.
05	05
Work Environment & Ergonomic Risk Map Physical safety exposure mapped by station, line, and shift — prioritized by severity and regulatory risk.	Official Day-0 Baseline Score for Bi-Monthly Governance Establishes the measurable starting point for ongoing bi-monthly assessment cycles integrated into the annual audit calendar.

📄 All 10 deliverables are diagnostic outputs and priority roadmaps. Full ERF™ and ACTIVA 6D™ system deployment is executed under a separate Phase 2 Interim Executive Mandate.

Executive Track Record & Hands-On P&L Leadership

Interim CRO / COO — Plant Recovery & Turnaround Execution Across Europe & Mexico

TURNAROUND METRICS

30+

Years P&L Leadership

Hands-on turnaround and restructuring operations across Europe and Mexico

760

Employees Led

Maximum workforce scale managed under Interim CRO / COO mandate

€160M

Revenue Accountability

Peak P&L responsibility during active plant recovery and restructuring

4

OEM Brands Preserved

VW, Škoda, SEAT, BMW supply chains protected during crisis and launch transitions

HANDS-ON EXECUTION PROFILE

Interim CRO / COO Mandates

Deployed as hands-on executive with direct line authority — not advisory distance. P&L accountability from Day 1.

Plant Recovery & Crisis Stabilization

Led operational turnarounds in distressed manufacturing environments — restoring OEE, cash flow, and workforce stability under delivery pressure.

Flexible Executive Mobility

D5D™ 120-Hour Assessments are deployed locally for rapid on-site Gemba evaluation. Full-time Interim CRO/COO mandates are structured for immediate on-site engagement across multi-facility operations.

Direct Executive Contracting

Streamlined onboarding via independent diagnostic agreement (D5D™) or corporate interim leadership mandate (Phase 2).

Engagement Pathway & Next Steps

A Clear 3-Step Commercial Funnel from First Call to Full Mandate

1

STEP 1: 30-Min Preliminary Call

Scope & Fit Alignment

Virtual executive call to review immediate plant symptoms, map financial risk exposure, and determine if an on-site D5D™ assessment is required.

2

STEP 2: D5D™ 120-Hour Gemba Assessment

Unfiltered Snapshot & Priority Roadmap

5-day on-site Gemba assessment delivering the DP&L™ Loss Map, KPI vs. Reality Gap, D-HSR™ Climate Snapshot, and Top 5 Business Priorities.

3

STEP 3: Interim Executive Mandate

Hands-On CRO / COO Leadership

Seamless transition into full ERF™ & ACTIVA 6D™ deployment under an Interim CRO, Interim Plant Director, or structured turnaround mandate.

Ready to Uncover Your Plant's True Gemba Baseline?

Schedule your 30-minute preliminary executive call. No commitment required — just an honest conversation about your plant's current operational reality.

BOOK 30-MIN PRELIMINARY CALL → [FERNANDO-FLORA.COM](https://fernando-flora.com)

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Available for global deployment / Immediate engagement