

We help companies develop and implement **strategies and tactics** to achieve breakthrough improvements



Jelena Fedurko & Oded Cohen

Oded and Jelena have been working together from 2005. They have taught hundreds of TOC practitioners throughout the world, having worked in more than 25 countries, and have helped many companies to achieve drastic improvements in their operational and financial results.

Oded and Jelena's significant contribution to the TOC Body of Knowledge is the development of the U-shape, the Ever Improve approach, structuring TOC logistical solution in the format of well-organized injections, multi-module comprehensive TOC Programs TOC Strategic Solutions Program and TOC Applications Practitioner Program TOCAPP, new knowledge and techniques for working with TOC logical tools, and other developments.

Oded and Jelena have worked on four continents in over 25 countries: Japan, China, India, Turkey, Colombia, Mexico, Brazil, Chile, Peru, the UK, Germany, Switzerland, Italy, Poland, Lithuania, Estonia, Russia, Ukraine, Israel, South Africa, USA, and other countries.

Oded's journey with TOC started in 1978, while Oded was the head of a computer department in a large Israeli defense company he met Dr. Eli Goldratt. At these days Eli Goldratt had a smart scheduling software – OPT (Optimized Production Technologies). Oded benchmarked the software against the existing system and got outstanding improvements in manufacturing performance of the company. After having moved to a machine building company for the semiconductor industry (in 1980) where he was in charge of final assembly and installation Oded implemented the Goldratt solutions there as well.

In 1982 Oded joined Goldratt's company – Creative Output and moved to the UK to open there a subsidiary. Creative Output implemented the software with the necessary changes to the management approach, procedures and policies. All were with outstanding results. In 1986 Oded moved to Goldratt Institute, as a partner. The mission was to develop the conceptual foundation of the solutions for managing systems and organizations. This was a true journey on POOGI – the process of ongoing improvement. From 2001 to 2011 Oded moved with Eli Goldratt to the Goldratt Group where he held the position of the international director of Goldratt Schools. From 1987 Oded has been a partner of Goldratt UK, from 2010 – a partner and International Director of TOC Strategic Solutions.

Jelena Fedurko's involvement with TOC started in 1999 when she translated Goldratt's Satellite Program. In 2000 Jelena met Eli Goldratt and started working in his team. By 2005 when she joined Goldratt Schools, Jelena had already had over 6 years of TOC experience. She had translated to Russian Eli Goldratt's books The Goal, It's Not Luck, Critical Chain, Goldratt's Satellite Program, TOC Insights, developed teaching materials, taught and assisted manufacturing and distribution companies in Russia and Ukraine in implementing TOC solutions. From 2005 to 2011 Jelena worked with Goldratt Schools first as Regional Director for Russian Speaking Regions, and later she also took the responsibility for GS activities in Europe. Since 2010 Jelena has been a partner and International Director of TOC Strategic Solutions. Since 2015 Jelena has been working for tocExpert.

Jelena is a co-founder and co-president of the TOC Practitioners Alliance that was founded in 2011.

Oded is one of the co-founders of TOCICO, in 2001-2002 Oded served as the first TOCICO Chairman. Oded has the TOCICO Lifetime Award.

Oded is a co-founder and co-president of the TOC Practitioners Alliance that was founded in 2011.

Oded is the author of the fundamental book on TOC concepts and solutions Ever Improve – A Guide to Managing Production the TOC Way, 2010-2012. Together with Domenico Lepore Oded wrote the book Deming and Goldratt: The Decalogue, 1999, and together with Jelena Fedurko – the book Theory of Constraints Fundamentals, 2012. Oded wrote a chapter in TOC Handbook, and as an author he contributed to many TOC books and publications.

Jelena is the author of four advanced books on Thinking Processes: Behind the Cloud – Enhancing logical thinking, 2011; Through Clouds to Solutions, 2013; Mistakes and Difficulties in Working with TOC Logical Tools, 2014; A Good Strategy & Tactic Tree, 2016. Together with Oded Jelena wrote the book Theory of Constraints Fundamentals, 2012. Jelena is an author of chapters in many TOC books, has a lot of publications, and is a translator and editor of several leading TOC books.

Oded and Jelena promote practical application of TOC concepts and mechanisms, transfer TOC knowledge and know-how, and focus on helping companies develop breakthrough solutions.

We work together with you

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