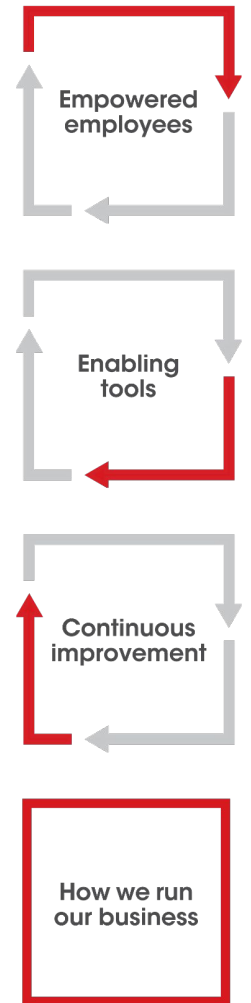


GAF's Kaizen Approach to Building Poka Content

Presented By: Lauren Fourt

IFS Connect | Nashville, TN | June 3, 2025



Agenda

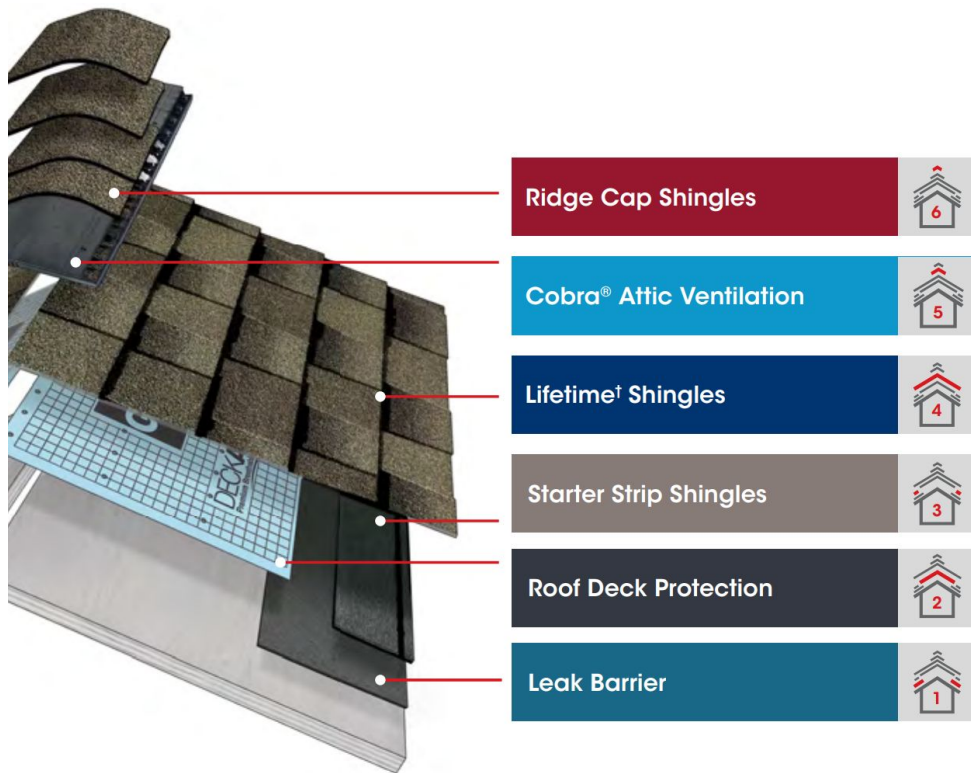


1. Introductions
2. Poka at GAF
3. Success Stories
4. Challenges
5. The Future

Who Is GAF?

We are North America's largest **roofing and waterproofing** manufacturer.

We've been **protecting what matters most** since 1886.



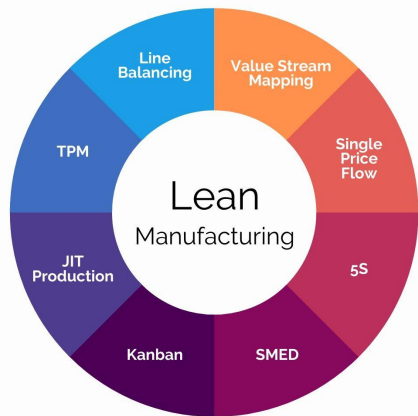
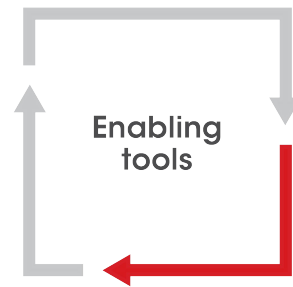
Introduction

Lauren Fourt

GAF Business System Lead, Residential

11 years with GAF

Located in Baltimore, MD



How?

Standard Work

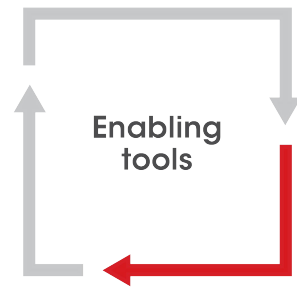
Poka

An IFS Company

Poka at GAF

Key Opportunity

Capturing & digitizing **tribal knowledge** plus improving skill management



Deployment

Plant-driven use cases plus **global use cases**

Current State

~2650 users, 20 sites active, 3200+ Work Instructions approved, ~86k Form submissions, 3 years with Poka

Poka Kaizen Events

What 2-3 day event focused on content creation

How ½ day of training, 1.5+ days of practice

Why Initial Poka deployment; slow content creation; improve CI culture via kaizen events



Kaizen Event Stats Since July 2023 (Resi.)

- 11 events over ~25 total days
- 140+ trained (60/40 hourly/salary)
- 500+ Work Instructions Created
- 50+ Skills Created



Poka Kaizen Events (cont.)

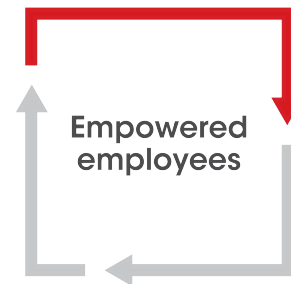


Half of the content created was created by the frontline on their own. They came up with a plan, went through their areas and determined it was important to capture.

- Tiff Gassert, Production Superintendent

The fact that we came together to do this and bring innovation to the plant was amazing!

- Darkquarius Woods, Operator



I didn't think you could write a work instruction

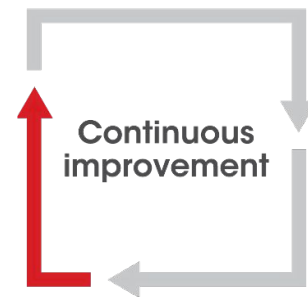
from a video, but you absolutely can and it's actually pretty easy. I was truly having fun.

- Tim Jones, Production Manager

Other Success Stories

Enhancing Plant Startups

Copied Poka content from similar plant(s) to provide frontline access prior to commissioning



Valdosta, GA



Peru, IL

Challenges

"We **don't have time** to create content!"

→ **Kaizen events + dedicated plant support**

"Our content **isn't ready**," or "Our content **isn't good enough**."

→ **Perfection is not the goal**

Transitioning from **other document control** systems.

→ **Must prove that Poka is the better option**

How we run
our business

Where We're Headed

Currently contracted for 3300 licenses (90% of sites licensed); expect to hit **100% in 2026**

How we run
our business

Globally Applicable Content

- Maintenance WIs & Skills

- QA Test Method WIs & Skills

- Safety, Data Systems, Onboarding, etc.

- Global Skills gap dashboarding

Partnering with Poka to Grow Together using feedback from our frontline users

GAF

We
protect
what
matters
most™

Poka Impact Award

Join at
slido.com
#Poka-Nashville

