

People are Important

People and Technology create process. Process creates your products and services. With the recent economic turmoil many organizations have felt the need to adjust their workforces accordingly, this now makes your product and or service vulnerable.

Cut this out and put it next to your work station since it should serve as a constant reminder to each of us every day.

What is a Customer?

A CUSTOMER is the most important person to “enter” the office... whether in person, by mail, or by telephone.

A CUSTOMER is not dependent upon us...we are dependent upon them.

A CUSTOMER is not an interruption of our work...they are the purpose of it. We are not doing them a favour by serving them...they are doing us a favour by giving us the opportunity to do so.

A CUSTOMER is not an outsider to our business; they are a part of it.

A CUSTOMER is not a cold statistic... they are flesh-and-blood human beings with feelings and emotions like your own, and with biases and prejudices.

A CUSTOMER is not someone to argue or match wits with. Nobody ever won an argument with a customer.

A CUSTOMER is a person who brings us their wants. It is our job to handle them profitably for them and ourselves

As we change our organizations to adjust to the changes in economic conditions, chances are you have had to adjust your processes. If you already have in place extensive Value Stream Maps, review your Maps to insure that you have been able to preserve the necessary attributes that bring your customers to your facility.

Just one bad experience to a customer can guarantee that they will communicate their experience to at least 10 others ... this will lead to lost sales. Something that should be viewed as a precious commodity in these challenging times.

“We cannot afford to have dirt around - it is too expensive”

Where Lean Thoughts can become Reality

Henry Ford, 1926

Collaboration

Time is the currency of the 21st Century. Quick access to knowledge held by others has high competitive value. The power of human collaboration has roots in the reality that “no one is as smart as all of us” – and, in the global world – to tap such resources requires an understanding that a culture of trust and respect must be its starting point. Century competitiveness demands both internal collaboration among all employees, and, external collaboration with all elements of the extended enterprise to accelerate designs and throughput to customers. The laser alignment of all internal and extended collaboration drives waste from our enterprises to put us in the fighting trim needed to win in the global marketplace.

An excellent forum of collaboration is by being a member of an active consortium. If properly facilitated it can add extra traction to your business excellence journey. Composition of a good collaborative consortium consists of diverse industries that have a common passion to excel within their respective business sectors while still willing to work together.

Collaboration is required within organizations across functional areas to insure all functions remain aligned to the organization’s Vision, Mission and beliefs but also is required through the layers within the organization.

For Senior Executives, it can reinforce the vision, mission and direction they are steering the organization. Sometimes, executives become too immersed within their business sector and just keep attempting to invent a better mouse-trap. Sometimes your game changer is just adopting a common standard from another industry and integrating it within your company.

Change Agents are the lonely folks within the operation tasked to make everlasting change. Forcing folks to change habits and behaviors and document and standardize process. When we observe the information transfer methodologies, they revolve around three conduits;

- Orator = those that read a manual and implement
- Visual = those from the “show me” state, once seen it is comprehended
- Touch = Force me to do it once chance I will understand it forever

When managing change you need to touch all of the senses when communicating change. When in a consortium it allows you to take your folks to other member facilities for benchmarking exercises ... just to insure that you are not following a “flavour of the month thing”. They will be able to touch tools implemented which will probably stimulate innovative thinking on how to enhance the element for leveraged benefit back within your own facility.

Information is the most powerful enabler if used correctly. The velocity of information transfer is what unites individuals and organizations around the globe. How to communicate and what to communicate is always the challenge within any organization. It seems that the more information that is communicated the appetite from within the organizations seems to grow proportionally. In upcoming issues we will share methodologies to enhance your communication strategies to increase effectiveness while fostering innovation through standardization.

Cheers