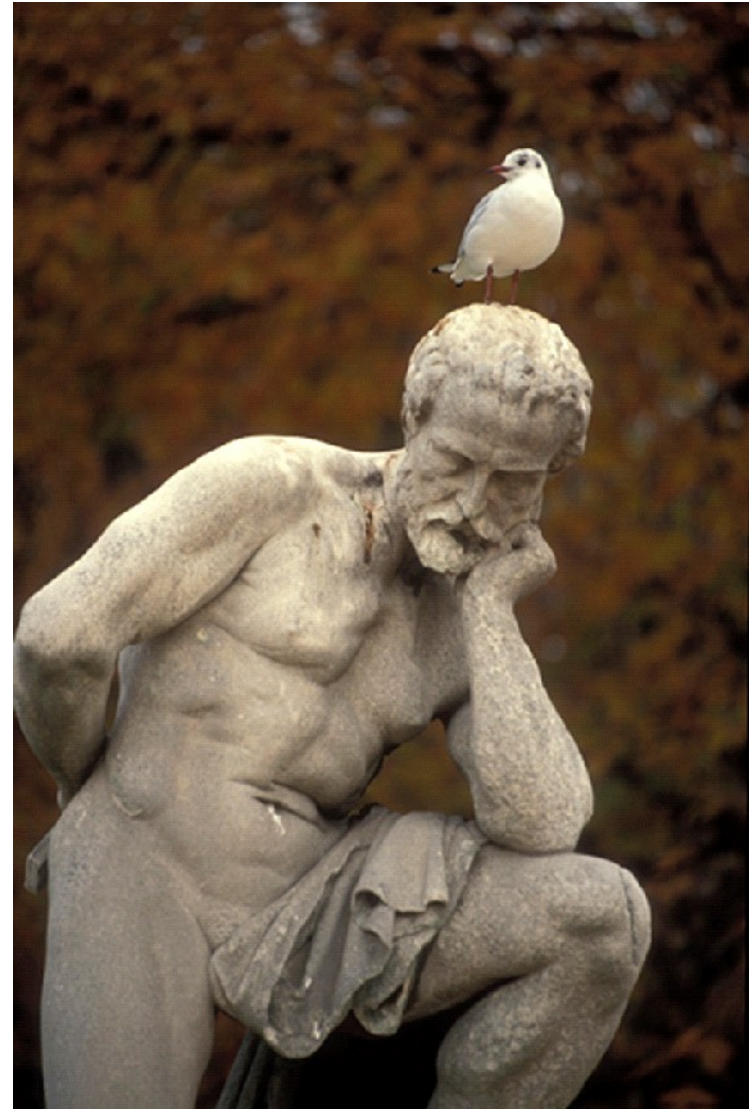




Enabling Operational Efficiency
without losing your soul!

Graham Clark
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- That you spent less time “fire fighting” and more time doing the interesting creative work
- That fewer embarrassing errors are found by your clients
- That when a key member of staff leaves or goes sick you can pick up where they left off



There is no point in being world class in some factors.....

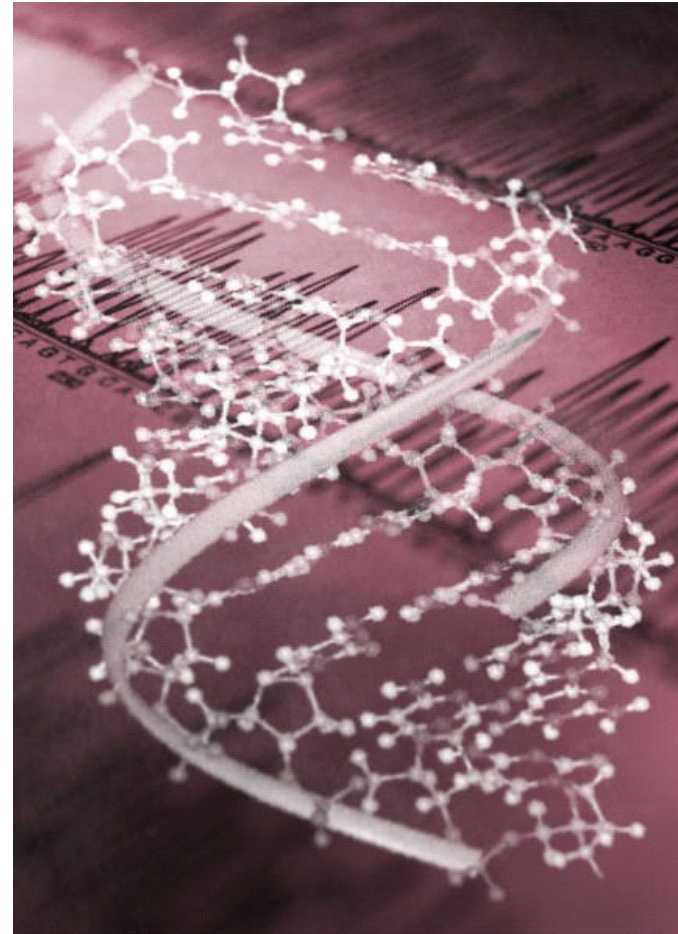


...If you fail in some of the basics

Processes are like
DNA.....

.....they ensure that
the outputs are
consistent.....

.....The trouble is that
we often carry out
tasks but no process



Professionals?

**CAPABILITY
OPERATIONS**

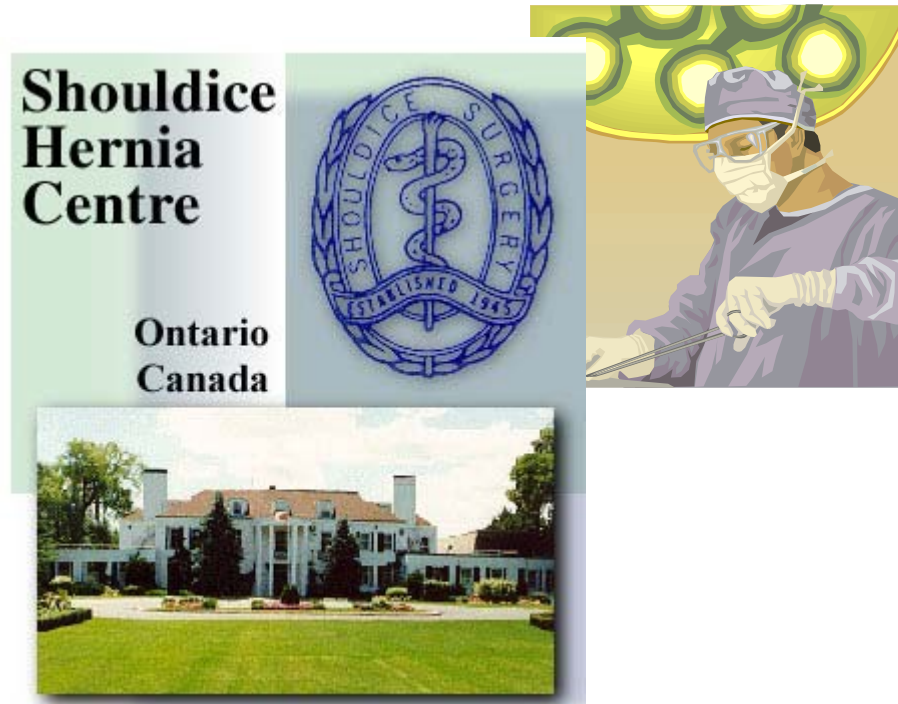
- Sell “Capability” to define & solve client’s problems
- Low repeatability of process and content



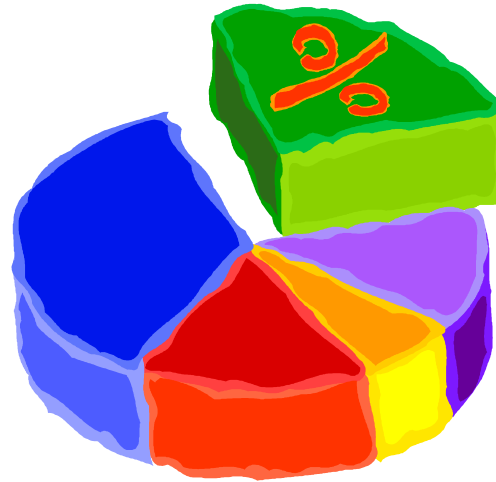
Low skilled?

**CONSISTENCY
OPERATIONS**






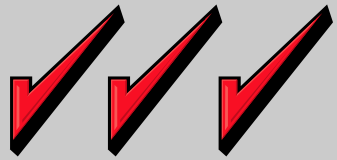
- Sell clear quality standards, efficiency and availability
- Standardised processes and outcomes

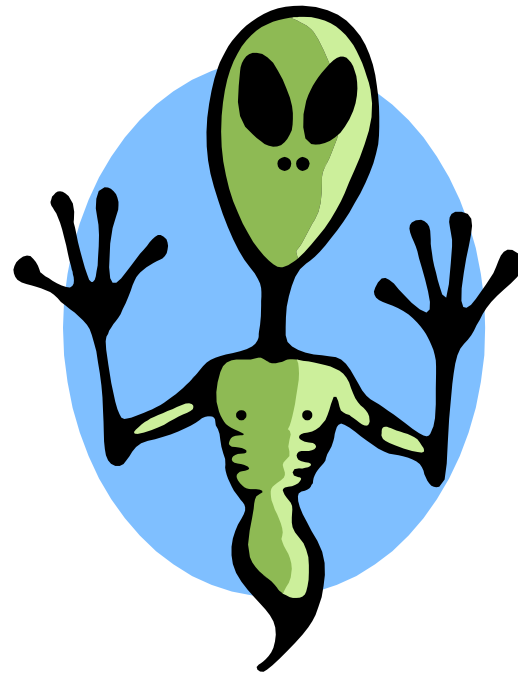


- Specialists in a focused area
- Adhere to strict processes (procedures)
- Lowest Cost, greatest customer satisfaction

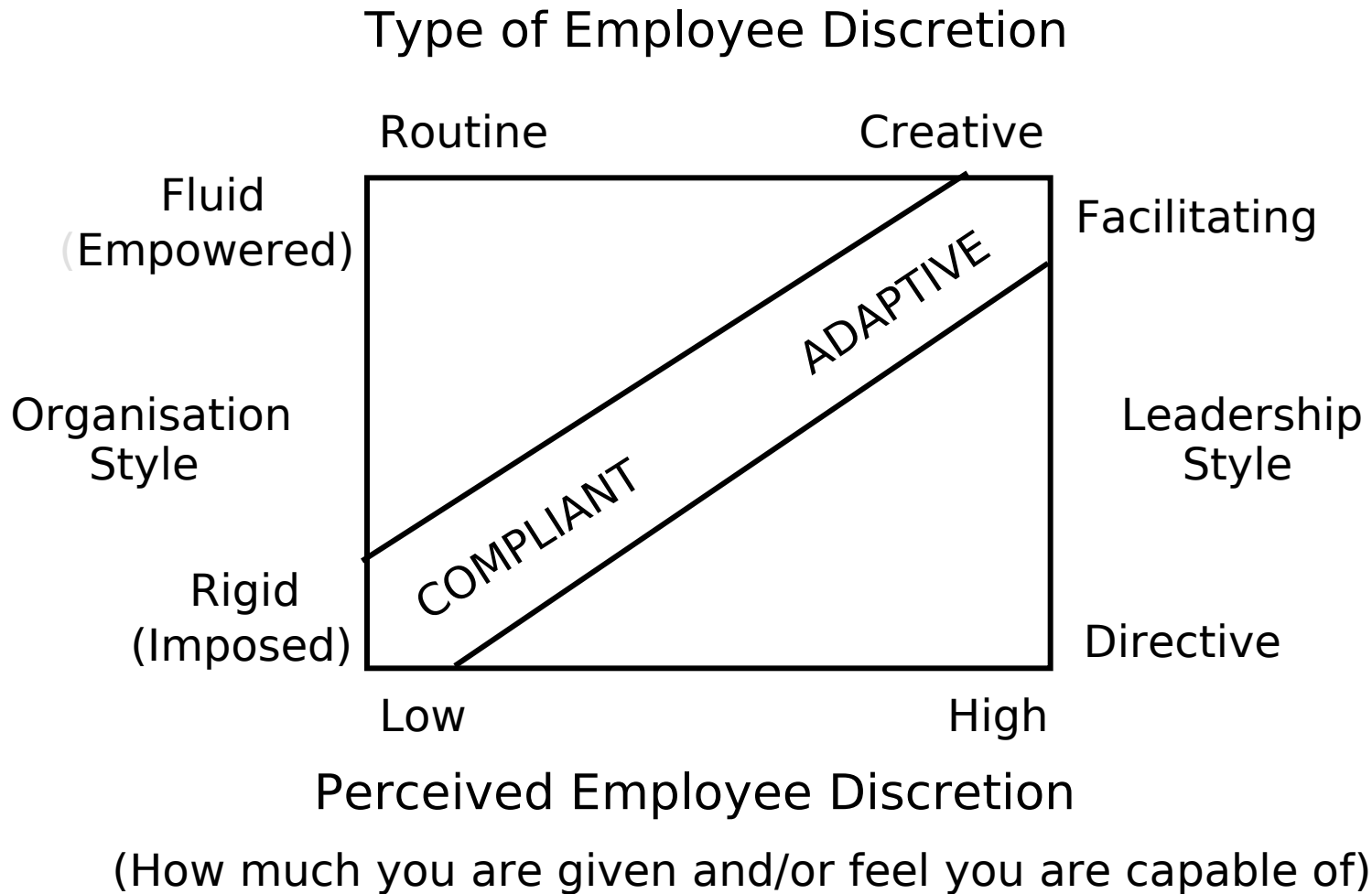


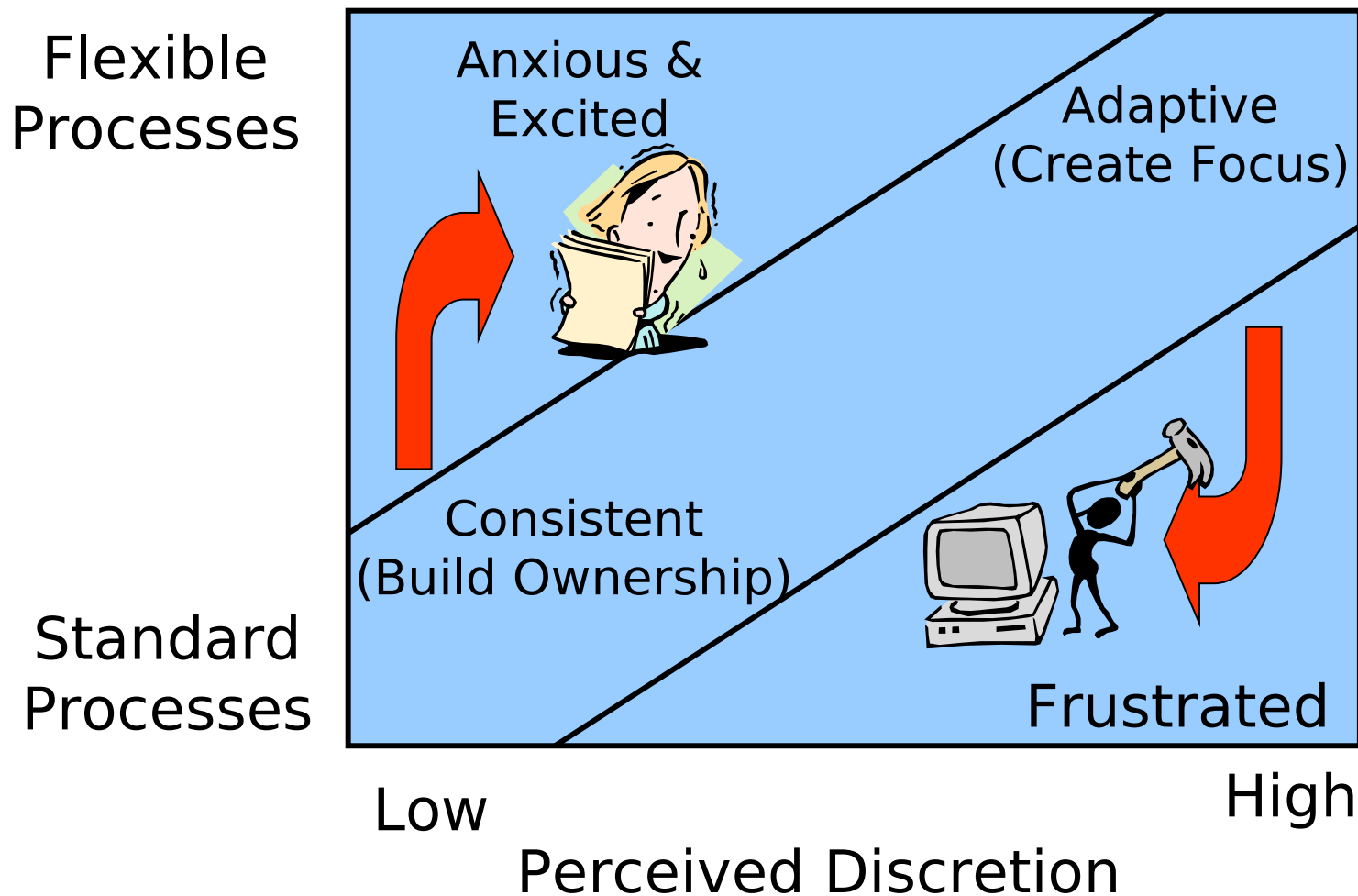
- What Proportion of your costs can you move from “Capability” to “Consistency”?
- Can you get the benefits of consistency but still market personalisation?
- Do you do things differently “just because you can?”

	Efficiency	Consistency	Flexibility
Runners			
Repeaters			
Strangers			



Beware of Aliens!!!!





- Don't be afraid of process – it will help you!
- Creating runners wherever possible will create more capacity to do interesting work
- Ensure that you are ready to manage any transitions effectively

