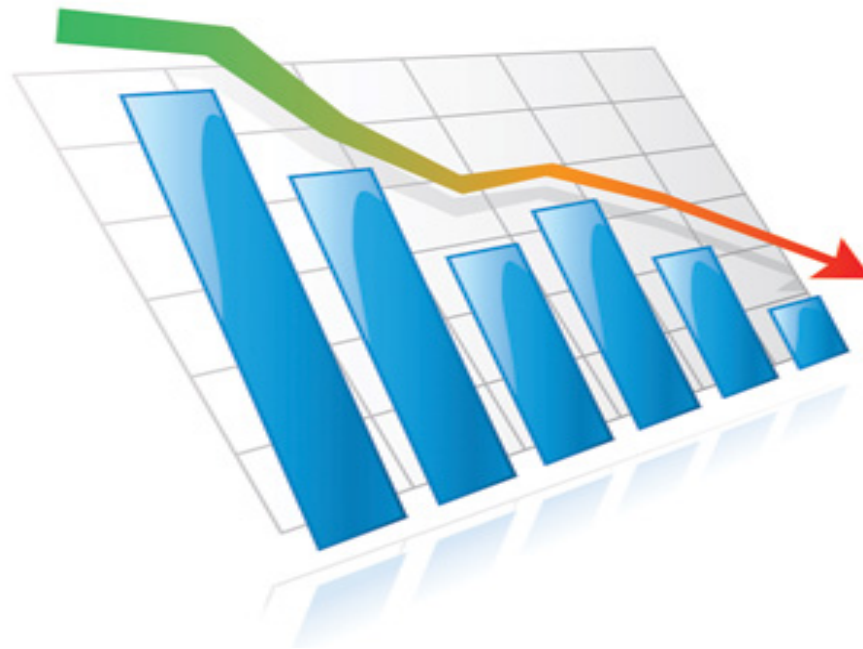


A BETTER WAY To Solve Complex Business Problems



THE CENTER FOR
SALES STRATEGY

Faced with a decrease in productivity?



The Traditional Approach

usually starts with a meeting about the crisis

“This is unsustainable! Look at all of the problems we have!”



- Declining Sales
- Employee Turnover
- Production Issues
- Inventory Nightmares





The Traditional Approach

“This is a complex problem, everyone needs to help, go back to your department... and form a committee to develop a solution to improve productivity in your area.”



The Traditional Approach





The Traditional Rationale

“The best way to deal with complex environments is to divide it up into bite sized pieces so that our organizational expertise in each area can be brought to bear.”



The Traditional Approach

Look what happens:

Multiple Committees = Multiple Ideas



The Traditional Approach – multiple committees



The Traditional Approach – each committee develops a solution!



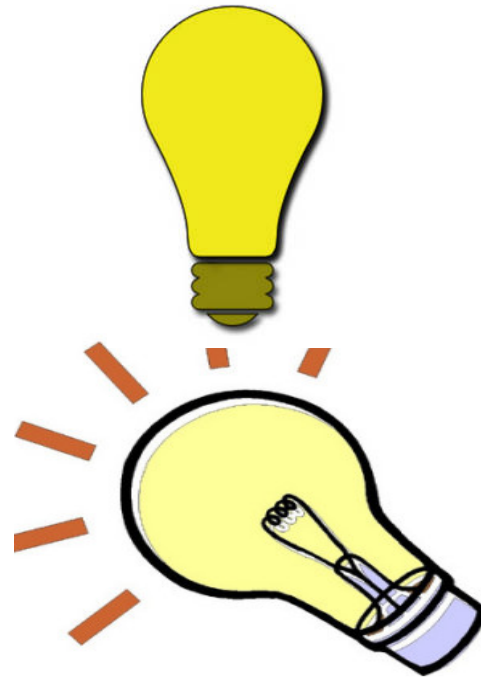
The Traditional Approach – each committee develops a solution!



The Traditional Approach – each committee develops a solution!



The Traditional Approach – each committee develops a solution!



True or False?

idea + idea + idea + idea =
4x better and more effective solutions



FALSE!
Here's why:



Probability of Success

- What is the chance that these ideas will work together? **Slim to none.**
- What is the chance that these ideas may suggest changes in other areas? **High.**
- What is the chance that these ideas may be in conflict? **Extremely high!**



The Traditional Approach



The real problems start during the implementation of ***all*** the ideas that were developed by ***all*** the committees because ***all*** the ideas are often in **conflict**!



The Traditional Approach



Why so much **conflict**?



The Traditional Approach



Because ***all*** the ideas were constructed in isolation and without consideration of each other!



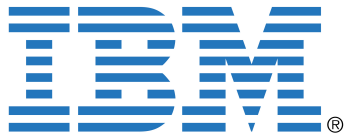
There is a Better Way

1. Form **one** committee made up of a person from each functional group and find the **real problem** that impacts all areas of the organization.
2. Develop **breakthrough solution** via input from one committee made up of people from across the organization.
3. Create a **buy-in plan** to enhance solution implementation.
4. Stop thinking technology is the solution.
5. Understand solving complex business problems is an **ongoing process** (go back to Step #1).



There is a Better Way

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Contact Kurt Sima at

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