

RAPIDLY GENERATE CASH AND ACCELERATE GROWTH IN AN ECONOMIC CRISIS

# SECURE the FUTURE

19 May 2009, London



At this exclusive one day event Dr. Goldratt will focus on the current global economic difficulties and how, via some common sense led changes, the adverse affects of the downturn can be diluted or even eradicated.

## Attend this seminar if...

you are searching for solutions in today's global competitive environment and unfavourable market conditions

you are concerned about availability of cash, declining sales or shrinking profits

you sense that your company is suffering from the effects of breakdowns in communication and synchronisation

you want to learn how to influence the policies and measurements of your organisation, in order to make the shift required to become an Ever Flourishing Company

## Explore how to...

**Determine** what constrains your organisation from immediately generating cash and ongoing growth in sales and profits

**Develop** the necessary skills to overcome internal and external constraints, and insulate your company from fluctuating market conditions

**Achieve** immediate bottom-line results while fostering unprecedented communication and synchronised performance among functions and management levels

# AGENDA

## Rapidly Generate Cash

- Dr. Goldratt will open by challenging the assumption that significant improvement (particularly focussed around cash generation) takes years. By using Theory of Constraints (TOC) and drawing on real life experience Dr. Goldratt will demonstrate how years can be shortened to months or weeks
- Dr. Goldratt will discuss dealing with the conflict of cutting costs to protect margins in these difficult financial times versus building infrastructure to protect the long-term viability of the organisation
- With use of these techniques, Dr. Goldratt will explain how service to the market can be significantly improved (beyond the capabilities of your competition) whilst simultaneously reducing the working capital employed within the business

## Build and Capitalise on a Decisive Competitive Edge

- By identifying and resolving synchronisation and communication challenges between silos within an organisation, Dr. Goldratt will begin to demonstrate how this can be used to affect change which will ultimately lead to operational excellence
- Consideration will be given to how to leverage this operational excellence to deliver rapid and sustainable growth
- An initial explanation will be provided into how this approach, using Dr. Goldratt's proven methodologies, can deliver an "Ever Flourishing Company"

## Making it happen

- Dr. Goldratt will conclude by sharing his vast experience in initiating change within organisations both large and small
- Finally the keys to making this change permanent and self sustaining will be discussed to ensure that any organisation embarking on a TOC led change will not only release cash quickly and provide stability in the short term, but also increase sales and profits thus securing the future

# QUOTES

“Dr Goldratt has made me think and challenge how we might do things... I find him very inspiring”

“He has worked across multiple industries, multiple disciplines in multiple countries throughout the world - this definitely inspires confidence”

“We had considerable success in the past with TOC. The owners and leadership team want to take [our company] to the next level as a company.”

“This event opens up break through thinking that every Managing Director should be aware of”

“I am very interested in the approach and the benefits it will bring our organisation.”

“We have increased our revenues (and profits) 6 times in 10 years [using TOC] and I know we can do better.”

# DR. GOLDRATT

INTERNATIONALLY RECOGNISED LEADER IN THE DEVELOPMENT OF NEW BUSINESS MANAGEMENT PHILOSOPHIES AND SYSTEMS, Dr. Eliyahu M. Goldratt's work is carried out by consultants and educators around the world, and utilised by many of the world's largest corporations, including IBM, Procter & Gamble, AT&T, NV Philips, ABB and Boeing. Unconventional, stimulating and "a slayer of sacred cows," Dr. Goldratt exhorts his audience to examine and reassess their business practices with a fresh vision.

THE GOAL, his best selling business textbook written in novel form, illustrates Dr. Goldratt's Theory of Constraints (TOC), an overall framework for helping businesses determine: what to change — not everything is broken, what to change to — what are the simple, practical solutions, and how to cause the change — overcoming the inherent resistance to change.

Dr. Goldratt has written numerous books on related topics, including IT'S NOT LUCK and CRITICAL CHAIN. His latest book, THE CHOICE rapidly becoming the #1 bestseller in Japan. Dr. Goldratt is a frequent contributor to scientific journal, magazines and business publications; he sits on several editorial boards.

Dr. Goldratt is Founder and Chairman of the Goldratt Group (Goldratt Schools, Goldratt Marketing and Goldratt Consulting), which has taken the Theory of Constraints practices to new heights with VIABLE VISION, a platform to improve business productivity and profitability. By enhancing the quality of decision-making, and improving communication and synchronisation throughout the organisation, Viable Vision is the strategy and specific tactics that deliver unprecedented performance and bottom-line results in all aspects of a company's operations.

At this one day seminar Dr. Goldratt will inspire you with common sense of TOC and reveal how to apply it to immediately generate more cash, profitability and harmony in your business



Secure your place today-

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