

INCREASE PROFITABILITY & ACCELERATE GROWTH

NOW AND INTO THE FUTURE

**EXCLUSIVE EVENT WITH RENOWNED BUSINESS THINKER
AND AUTHOR OF *THE GOAL*, DR. ELI GOLDRATT**

In 3 days, learn from Dr. Eli Goldratt what it takes to quickly turn your company into an Ever Flourishing Company, continuously and significantly increasing value to all of its stakeholders — employees, clients and shareholders.



DETERMINE

what constrains your
organization from
immediately generating
more sales and ongoing
growth in revenues
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 synchronized
performance among functions and
management levels





SOLUTIONS

attend this workshop if...

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

you are concerned about stabilizing the company in an uncertain economic environment, while capitalizing on opportunities to increase sales and profits

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

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

RESULTS

"I held an all hands meeting on Tuesday to explain to them some of the concepts that Frank & I learned and some of the things we would be implementing immediately — specifically reducing the work-in-process & providing a visual priority system. I met with both excitement as well as complacency revolving around another new flavor.

I explained the same concepts at our weekly Executive Staff Meeting, with much more positive reactions. With steadfast resolve, we are moving ahead anyways. The results will say it all.

We spent Thursday color coding the work in the work centers & today, I had a planner come by the office, grinning from ear to ear with the news that the priority system is already showing positive results.

Quite honestly this is about the first conference that I've been to that I could bring something back to the factory and implement immediately!"

Bev Cameron, Vice President Manufacturing, White Electronic Design

NOW AND INTO THE FUTURE



WATCH INTERVIEWS with top executives who have attended "Now & Into The Future" with Dr. Eli Goldratt.

www.goldrattconsulting.com/now-and-into-the-future/testimonials



"I thought I understood some of the concepts of TOC, I have learned so much from being here, that it makes me realize how much I didn't know. I wish we filled the room with all of our people."

"I understood that if I looked at the essence of business, instead of being perplexed by the recession that takes our eyes, we would be able to achieve amazing results. I would like to seize this current situation as a chance to put things into practice."

"It's very important and relevant. He is truly a renaissance man in a way, he has so much knowledge in many different areas. I am amazed at how he can articulate and get his points across."

"It was a very meticulously put 3-day agenda that every part you can see building toward the next, you want to stay engaged the whole time. I didn't touch my Blackberry."

"I thought that TOC [Theory of Constraints] was only for major companies, but this, even middle to smaller enterprises can use. I will tackle it straight away."

"I was surprised that one change in the way of thinking could reform such huge organizations in such a short time. "

"This thing is something that is so eye opening about the possibilities for the future. Your really have to hear this first hand."

"Sharing the viable vision and being able to actually do that is hugely important for our company. Not only to all of us, but in addition to that, to all of our stockholders. "

"I think that if we would have stopped the seminar Monday at noon, it alone would have effected the future of our company."

TESTIMONIALS

AGENDA

DAY 1 GENERATING IMMEDIATE BOTTOM LINE RESULTS

- Challenging the perception that a major improvement of a large and complex entity takes years. Demonstrating that if the improvement process is guided by the common-sense approach of TOC it only takes months, even weeks.
- Proving that the newly realized speed of improvement generates immediate cash (and cost reduction) more than any other realistic alternative.
- Using the above realization to highlight that it provides a practical way to remove the conflict that so many companies are consistently facing. The conflict of cutting back to immediately improve cash and profits versus continuing to invest in ensuring the long term prosperity of the company.
- How is it possible to improve at such remarkable speeds? The concepts were laid out by Henry Ford, and the entire foundation was created by the greatest practical visionary of industry – Taichi Ohno, the inventor of the Toyota Production System. An in-depth analysis of Ohno's work reveals the answer – the straight forward, simple mechanisms that bring the desired improvements in astonishing speed. It is just common sense, but unfortunately common sense is not common.
- Now that we clearly understand the way that Ohno paved, we realize why we witness an even more startling impact on the company's people and culture. A typical letter from a Japanese user of TOC: *"Of course I am surprised and happy with the dramatic profit increase in such a short time. But far more important for me is people's personal and professional growth. Widely spreading teamwork, motivation increasing across the company: I have always wanted our company to be like this!"*

DAY 2 IMMUNIZING THE COMPANY FOR THE FUTURE

- Companies invest a lot in their future. Still, the recent (and for many companies still current) crisis revealed that in spite of all those investments, most companies are exposed. Is it possible to immunize a company against unforeseeable shake-ups in the global economy? Yes, provided that the company addresses the more global picture.
- An in depth analysis of the major movements in the global economy, putting into perspective the recent financial crisis and recession.
- For many companies, the bad time started a long time ago. The reason is the shrinking life time of so many products (the time from introducing a new product until it is practically replaced by a better version). A clear explanation is provided of the intensified negative impact and the extent to which most companies are not effectively addressing it.
- Ohno wrote: *"All we are doing is looking at the time line from the moment the customer gives us an order to the point when we collect the cash. And we are reducing that time line..."*
Goldratt suggests that if we want to immunize our companies against the future, we must expand Ohno's approach in both directions. We must use it beyond the customer (who pays the cash) all the way to the end consumer. And we must start much earlier in the process, we must extend Ohno's approach to cover the process of getting the orders in the first place.
- Using the base that has been built so far to illustrate, in detail, the natural, common-sense, extensions to cover both directions.
- The bigger the company the bigger the challenge to communicate clearly through the levels of command, from the CEO all the way to the worker. And the bigger is the challenge to synchronize between the different silos.
- Providing the five questions that enable each company to prove to itself the extent to which its communication and synchronization must be improved.

DAY 3 STRATEGY & TACTICS FOR THE EVER FLOURISHING COMPANY

- The content of the previous two days is used to demonstrate the tool that dramatically improved communication and synchronization – the Strategy and Tactic logical tree.
- Exposing the concept of *Ever Flourishing Company* – enjoying both rapid, continuous growth and remarkable stability irrespective of external market conditions.
- Using the Strategy & Tactic tree to explain, in details, the practical way in which each type of company (production, project, distribution and retail based) can reach the desired state of being an *Ever Flourishing Company*.
- How to start the change, the steps toward building a company wide consensus.
- What you can expect from Goldratt Group.
- "The Choice" – extending the *Ever Flourishing* concept to us, as individuals.

REALIZE LONG TERM GROWTH & STABILITY

NOW AND INTO THE FUTURE

REGISTER

online at
goldrattconsulting.com/nif

or call
1-888-301-6141
(within USA, toll free)
or 1-716-646-9914

INTERNATIONALLY RECOGNIZED 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 utilized 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, new 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 became the #1 bestseller in Japan. Dr. Goldratt is a frequent contributor to scientific journals, 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 synchronization throughout the organization, *Viable Vision* is the strategy and specific tactics that deliver unprecedented performance and bottom-line results in all aspects of a company's operation.

In the 3-day NOW & INTO THE FUTURE workshop, Dr. Goldratt will inspire you with the common sense of TOC and reveal how to apply it to immediately generate more cash, profitability and harmony in your business.

GOLDRATT DESCRIBES THE EVER FLOURISHING COMPANY
www.toc.tv/ever-flourishing

see him
now!



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