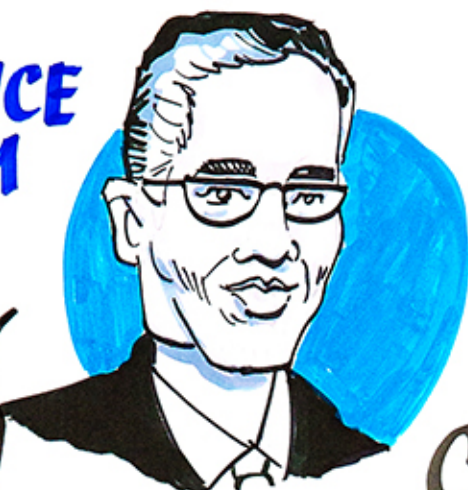


# BUSINESS PROCESS SIMPLIFICATION <sup>AND</sup> EXCELLENCE

**LAWRANCE  
WILLIAM**



THERE ARE  
NO COOKIE  
CUTTER  
SOLUTIONS

WE SPEND A LOT OF TIME AT WORK

**CHANGE** IS UNCOMFORTABLE



**MARKET LEADER**

- 1 PRODUCT LEADERSHIP
- 2 OPERATIONAL EXCELLENCE
- 3 CUSTOMER INTIMACY

FASTER  
CHEAPER  
HIGHER  
QUALITY

NO ONE CAN  
OWN THIS

in the  
**1970s**

'MADE IN JAPAN'

NOW ~ PERCEPTION OF QUALITY  
CHANGED



BY FOCUSING  
ON QUALITY  
YOU CUT DOWN  
ON COSTS



the **KEY** TO ANY  
**PROCESS  
IMPROVEMENT**

**LOOK BEYOND**  
the DATA

SUPPLY THE BASIC  
NEEDS FIRST

THE  
SAME  
OLD  
THINKING

THE  
SAME  
OLD  
**RESULTS**

IN ORDER TO BUILD INNOVATION,  
WE MUST HAVE  
**EXCELLENCE**

DO YOU  
KNOW  
WHAT  
YOUR  
CUSTOMERS  
WANT?

**BUILD**  
the **PROCESS**,  
THE INNOVATION WILL FOLLOW



THEN  
APPEAL  
TO THEIR  
EMOTIONS

**EXECUTION**  
~ IS ~  
AT THE HEART  
OF IT