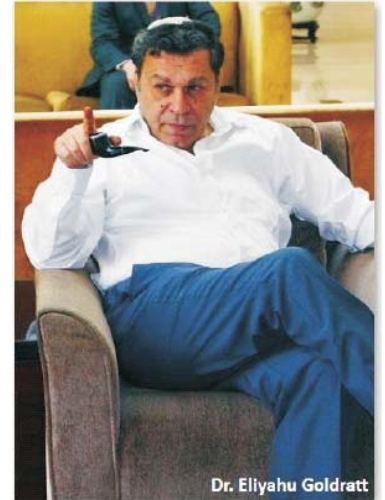


How PROFITABLE can your company be?

How FAST can your company grow without risking its stability?

Can you expect your company to be HARMONIOUS even in uncertain times?

## TOC for EVER FLOURISHING COMPANY



You are invited to learn the power of Dr Goldratt's well known "Theory of Constraints" (TOC) to become an Ever Flourishing Company – a company which continuously and significantly increases value for employees, customers and shareholders.

Join us for a four-day accelerated learning experience designed and delivered by the world's top TOC experts, in Pune, India.

Attendees of the TOC for the Ever Flourishing Company workshop will gain:

- ✦ Major insights into what actually constrains your organization from immediately generating much more sales with ongoing growth in revenues and profits.
- ✦ A roadmap to develop the necessary skills that would overcome internal and external constraints, and insulate your company from fluctuating market conditions.
- ✦ The knowledge of what it will take to achieve immediate bottom-line results while fostering unprecedented communication and synchronized performance
- ✦ Tools that you can begin to use immediately to better utilize the main constraint of your organization.
- ✦ Hands on exposure with case studies – offering more clarity and better understanding on how TOC can improve your specific environment, and how Goldratt Consulting can make this happen
- ✦ Learn things you will consider to be beneficial for your organization both now and in the future – knowhow that is practical and not just theoretical.
- ✦ Evaluate TOC, Viable Vision and Goldratt Consulting to determine if it would be a good fit for your companies and/or themselves.
- ✦ Define the appropriate next steps to using TOC and engaging with Goldratt Consulting

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Each of the four days has a Meta theme:

### Day1: Laying the Foundation

- Establish the goal of the organization as Ever Flourishing and the constraint as Management Attention. People are good; win- win is always possible; and the concept of inherent simplicity – are the theme of the 1st day. They are illustrated and leveraged through 3 things that all managers wrestle regularly as well.
- The Goal–Ever Flourishing Organization
- The Constraint to Ever Flourishing
- Five Focusing Steps
- People are Good (Overcoming Resistance to Change)
- Win-Win is Always Possible (Eliminating the Gap between Authority and Responsibility)
- Inherent Simplicity (Breaking the Conflict between Short Term & Long term)

### Day 2 : Flow

The concepts of Flow are introduced – With emphasis on the quickness of results and on the application of generic concepts of flow in additional environments.

- The Concepts of Flow
- Applications in MTO and MTA environments
- Applying the Concepts of Flow to Build a Decisive Competitive Edge

### Day 3 : Blue Ocean Strategies & Tactics

- The concept of a Decisive Competitive Edge
- Why it is so much different from a typical offer
- The need for such a strategy.
- Major elements – Target market selection, Design of go to market strategies and sales execution. The “Layers of resistance” model and how to gain buy - in. Client examples.
- The Science of fostering Win-Win Business Deals

### Day 4 : Putting It All Together

The steps to embarking on and implementing Viable Vision. Viable Vision Process – Steps to Become an Ever Flourishing Organization

The implementation process. The need for the implementation to be owned and led by the company, etc.

### Wrapping Up

Date : 13–16 February 2012

Time : 9 AM TO 5 PM

Venue : Tata Management Training Centre, Pune

Fee : INR 50,000 per participant,

INR 45000 per head for more than 2 participants from same company. (Lunch and Tea Breaks included)



Lisa Scheinkopf is Director–Consulting, GC and is recognized worldwide as a leading Theory of Constraints (TOC) authority. Lisa worked with Dr. Eliyahu Goldrattin developing the

TOC Thinking Processes and is the author of the definitive TOC reference, Thinking for a Change : Putting the TOC Thinking Processes to Use (St.Lucie Press, 1999). Her articles have been published in a variety of industry and professional publications, and she has a long history of public speaking on TOC. With over 25 years management and consulting experience, Lisa is a past Board Member and Chairperson of TOCICO, and has an MBA in International Management from the Thunderbird School of Global Management.

### Who Should Attend?

CEOs, Directors and senior cadre management of Manufacturing/Retailing/ Project Management companies.