

# Customer-Driven Strategy

*Winning Through Operational  
Excellence*

Thomas F. Wallace

WILEY

# Customer Driven Strategy Winning Through Operational Excellence

**AN Whitehead**



## **Customer Driven Strategy Winning Through Operational Excellence:**

Customer-driven Strategy Thomas F. Wallace,1992 Customer Driven Strategy Thomas F Wallace Strategic Planning in many companies consists of annual treks to resorts for two days of planning and one day of golf These strategy retreats often produce impressive bound plans which tend to collect dust on the bookshelves of managers throughout the company The net impact on the business is obviously nil Despite this annual performance gap developing a dynamic operating strategy is essential to the survival and success of every enterprise It s also critical for companies to develop a viable strategy by creating customer driven plans focused on consistently delivering value to the customer in every aspect of a company s operation Customer Driven Strategy takes you beyond the traditional approaches to planning and strategy implementation It brings the reality of delivering value to your customers into the essential aspects of your business It helps you to create implement and manage a flexible dynamic plan that s committed to your customer Tom Wallace shows how to develop this customer driven perspective by implementing a holistic fully integrated strategic approach in the following areas Initiating a customer driven planning process Leveraging continuous improvement initiatives Developing innovative approaches in high performance work teams Creating a learning environment that fosters constant innovation Maximizing the market impact of new products Using planning and control systems to their greatest potential Sustaining new partnerships with suppliers for competitive advantage Developing accurate effective performance measures Implementing customer driven strategies for the maximum benefit of the business and your customers Packed with practical advice and guidelines Customer Driven Strategy gives you the proven tools and techniques to realize significant improvements in your company s operations today In addition you can learn how Hewlett Packard Steelcase Tellabs and other companies dramatically improved their performance through customer focused strategic planning

**Customer-Driven Change** Bud Taylor,2011-11-15 An accomplished change consultant offers valuable insight into using customer perspective to drive employee engagement and strategic innovation In the world of business theories of change always agree on two essential ingredients committed leaders and engaged employees Most would say that if you have these you will have successful change but how do you get them in the first place And how do you maintain them through reorganization new strategies or necessary cutbacks Change management expert Bud Taylor has a simple yet profoundly effective answer In Customer Driven Change he demonstrates the power of thinking about change from the customer s point of view By encouraging leaders and employees to adopt a cohesive perspective that of your customers you will create sustained commitment and engagement within your organization faster than with any other approach

Benchmarking in the Process Industries Munir Ahmad,Roger Benson,1999 Aimed at introducing the subject of benchmarking to the process industries this book is based on practical experience of over 2000 process plants It provides guidance on how to benchmark where to find the benchmarks how to quantify the gaps intended and suggests the impact of improving manufacturing in the process industries This book provides the framework measures and industry world class

targets to allow organizations to maximise its potential *Global Perspective for Competitive Enterprise, Economy and Ecology* Shuo-Yan Chou, Amy J. C. Trappey, Jerzy Pokojski, Shana Smith, 2009-07-01 *Global Perspective for Competitive Enterprise Economy and Ecology* addresses the general theme of the Concurrent Engineering CE 2009 Conference the need for global advancements in the areas of competitive enterprise economy and ecology The proceedings contain 84 papers which vary from the theoretical and conceptual to the practical and industrial The content of this volume reflects the genuine variety of issues related to current CE methods and phenomena *Global Perspective for Competitive Enterprise Economy and Ecology* will therefore enable researchers industry practitioners postgraduate students and advanced undergraduates to build their own view of the inherent problems and methods in CE **The Oliver Wight ABCD Checklist for Operational Excellence** Oliver W. Wight, Oliver Wight International, Inc., 2000-10-16 *The Oliver Wight ABCD Checklist for Operational Excellence* Since 1977 manufacturing professionals have turned to *The Oliver Wight ABCD Checklist* to improve their companies performance Must reading for logistics distribution and manufacturing professionals the ABCD Checklist provides a superbly efficient approach to benchmarking your company s performance and capabilities against the very best Its sharply honed questions cover all the essential areas Strategic Planning People Team Systems Total Quality Continuous Improvement New Product Development Planning and Control This newly updated edition reflects the dramatic changes in MRP II practices and the explosion of Enterprise Resource Planning ERP tools Including FAQs and tools from the field compiled by Oliver Wight s international group of consultants *The Oliver Wight ABCD Checklist for Operational Excellence Fifth Edition* should be a critical part of any program that strives to reach as close to perfection as possible *The Oliver Wight ABCD Checklist for Operational Excellence* Oliver Wight, 1995-03-28 A comprehensive guide to assessing operational excellence Used by thousands of manufacturing firms this recent edition enables companies to evaluate their performance in areas such as strategic planning people and team systems product development continuous improvement and planning and control

*New World Situation: New Directions in Concurrent Engineering* Jerzy Pokojski, Shuichi Fukuda, Józef Salwiński, 2010-11-02 The proceedings contain papers accepted for the 17th ISPE International Conference on Concurrent Engineering which was held in Cracow Poland September 6 10 2010 Concurrent Engineering CE has a history of over twenty years At first primary focus was on bringing downstream information as much upstream as possible by introducing parallel processing of processes in order to prevent errors at the later stage which would sometimes cause irrevocable damage and to reduce time to market During the period of more than twenty years numerous new concepts methodologies and tools have been developed During this period the background for engineering manufacturing has changed extensively Now industry has to work with global markets The globalization brought forth a new network of experts and companies across many different domains and fields in distributed environments These collaborations integrated with very high level of professionalism and specialisation provided the basis for innovations in design and manufacturing and succeeded in creating new products on a

global market Customer Relationship Management Strategies in the Digital Era Nasır, Süphan,2015-03-31 In today's global economy social media and technological advances have changed the way businesses interact with their clientele With new forms of communication and IT practices companies seek innovative practices for maintaining their consumer loyalty Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters and case studies this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer centric This publication is an essential reference source for researchers professionals managers and upper level students interested in understanding customer loyalty in a technology focused society **APICS, the Performance Advantage** ,1999

**Advertising and Branding: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources,2017-01-06 Effective marketing techniques are a driving force behind the success or failure of a particular product or service When utilized correctly such methods increase competitive advantage and customer engagement Advertising and Branding Concepts Methodologies Tools and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies techniques strategies and theories for the development of advertising and branding campaigns in the modern marketplace Featuring extensive coverage across a range of topics such as customer retention brand identity and global advertising this innovative publication is ideally designed for professionals researchers academics students managers and practitioners actively involved in the marketing industry *Customer-Driven Operations Management: Aligning Business Processes and Quality Tools to Create Operational Effectiveness in Your Company* Christopher K. Ahoy,2009-02-15 The global economy is witnessing previously unseen levels of competitiveness forcing business leaders to contend with unprecedented challenges No longer can companies seize and hold a customer base by operating adequately In order to enjoy a competitive advantage an organization must operate at exemplary levels of performance in every facet of business and maintain that degree of excellence indefinitely This is achieved through careful alignment of operational systems and the use of innovative process management initiatives Unless an organization is uniquely qualified to deal with its customers by understanding its own strengths and weakness writes internationally renowned operational management expert Christopher K Ahoy it will be unable to understand what is required to move from the current paradigm of doing business In Customer Driven Operations Management Ahoy distills the most current business theories and practices that will help you weed out and eliminate operational inefficiencies and put in place the necessary metrics for providing products and services better cheaper and faster than ever Ahoy walks you through the steps of creating a world class organization which include Mapping your company's processes to target weak points Realigning management systems from functional to process focused Setting benchmarks throughout the process to help quantify levels of success

Establish a system of knowledge management for the seamless alignment of teams and departments Improving process management using Lean Six Sigma and other methodologies Create a sound strategic planning initiative to eliminate future surprises With diagrams and figures to highlight salient points Customer Driven Operations Management clarifies and simplifies the otherwise daunting task of enacting major changes in your company s operations systems *Fusionbranding* Nick Wreden,2002 FusionBranding How to Forge Your Brand for the Future by brand futurist Nick Wreden represents a fresh look at branding imperatives especially for companies selling to other businesses Core principles of FusionBranding are illustrated with numerous case studies Each chapter includes a FutureView which looks at branding in 2005 and beyond Takeaways in depth questions that can help apply FusionBranding principles and Resources that features books and Web sites about FusionBranding principles By what Method? D. Scott Sink,William Thomas Morris,1995 Today s rapidly changing marketplace can seem like a jungle for many professionals Engineering The transformation skills and knowledge every change master must gain to successfully lead or turn around a company The best ways to apply the transformation theories of Dr Deming and other great business thinkers in the real world and Why reengineering fads and quick fixes are doomed to failure **Financial Analysis of M&A Integration** Stuart Ferguson (Ph. D.),2003 A quantitative tool for assessing and improving post mergers and acquisitions M A performance Stuart Ferguson explains how to use the tool as a way to anticipate measure and prevent functional problems when merging disparate groups It is designed to translate often difficult to understand behavioural concepts and data into their direct impacts on business ratios and indicators such as ROI cost of sales and payback period **Gemba Kaizen: A Commonsense Approach to a Continuous Improvement Strategy, Second Edition** Masaaki Imai,2012-06-22 The definitive fully up to date guide to continuous improvement in the workplace An updated version of a classic book that shares a wealth of new healthcare examples and case studies from around the world The methods in this book will help you improve quality and safety reduce waiting times and improve the long term financial position of your organization Highly recommended Mark Graban author of Lean Hospitals and coauthor of Healthcare Kaizen Every business faces the iron triangle of quality cost and delivery Conventional thinking claims you cannot have all three Not only does Mr Imai turn that thinking on its head but he shows you exactly how to do it Matthew E May author of The Elegant Solution and The Laws of Subtraction Masaaki Imai has done it again The second edition of his famous book not only describes all the tools necessary for any type of business to implement a lean strategy but also includes a large number of excellent case studies Art Byrne author of The Lean Turnaround Written by Masaaki Imai pioneer of modern business operational excellence and founder of the Kaizen Institute Gemba Kaizen Second Edition is an in depth revision of this renowned bestselling work The book reveals how to implement cost effective incremental improvements in your most critical business processes Global case studies from a wide range of industries demonstrate how gemba kaizen has been successfully used to Maximize capacity and reduce inventory at Unga Limited one of Kenya s largest flour milling operations

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