

STRATEGY AND TOOLS FOR TRANSFORMATION LEADERS



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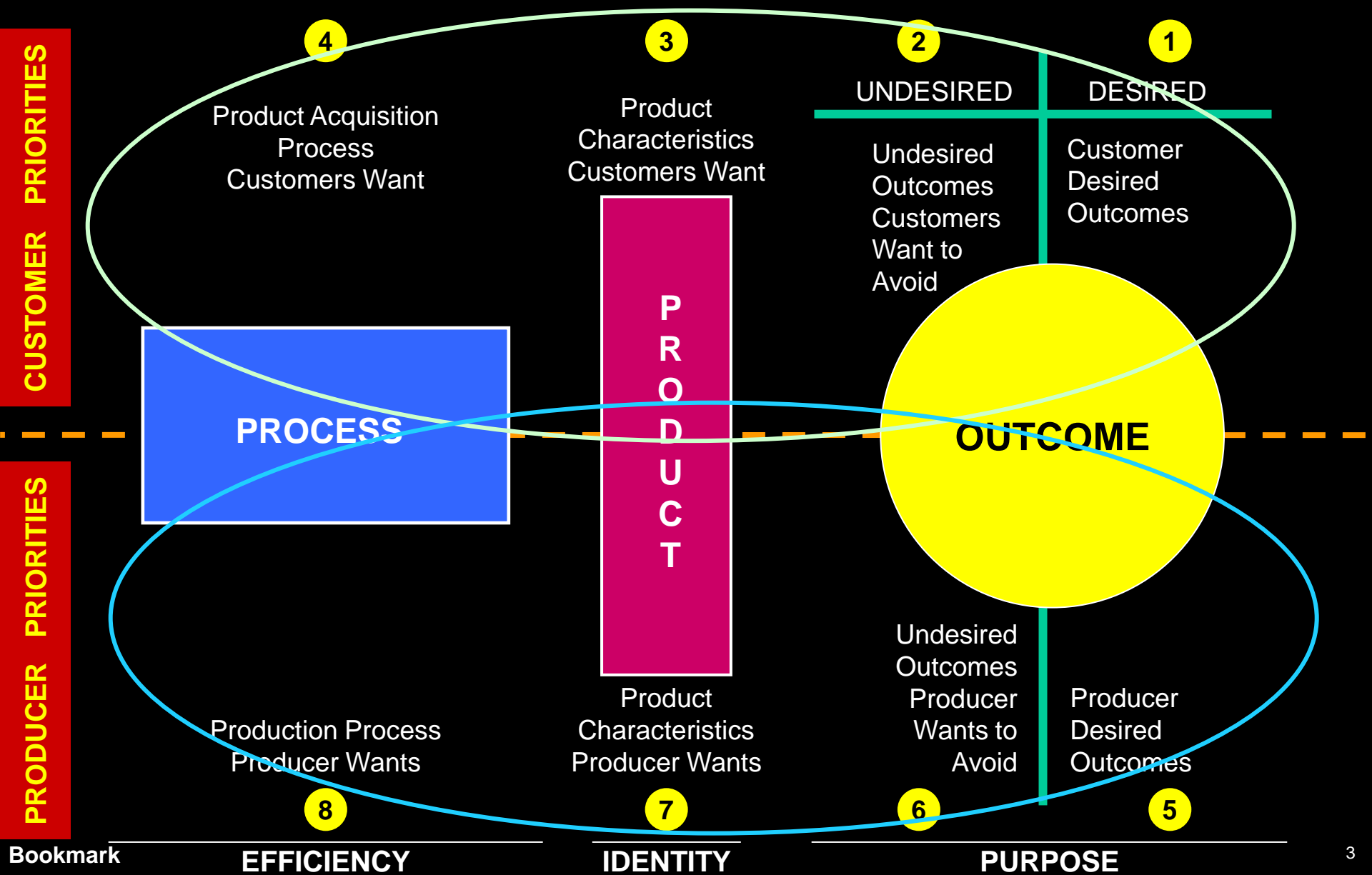
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BALANCED EXCELLENCE



TRANSFORMATION STRATEGY:10 STEPS



1. Establish conditions for excellence, transformation, leadership
2. Articulate strategic and customer-desired outcomes
3. Determine how each outcome will be measured
4. Set numerical goals and due dates
5. Select the few products/owners most likely to impact success
6. Identify end user, broker & fixer customers for key products
7. Uncover and measure customers' priority expectations
8. Innovate or redesign products to achieve best outcomes
9. Cut time to produce, acquire and use products by 80%
10. **Integrate cultural change levers to sustain success**

WHAT OUTCOMES EXPLAIN THEIR INDUSTRY PURPOSE?

Hospitality

Sleep

Finance/Investment

Wealth

Healthcare

**Good
Health**

GOOD HEALTH



World Health Organization

English | Español | Français


Search

OK

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

VOC WORD FORMULA: DESIRED OUTCOMES

“*An excellent* insert organization name
is one that results in insert desired outcome.”

Radisson Hotel	Good night sleep
Mercy Hospital	Good health
Zenith Financial Advisors	Wealth
Acme Quality Department	Conformance to specs.
Acme Human Resources Dept.	A skilled workforce
YOURS:	

PRODUCT

PROCESS

P
R
O
D
U
C
T

OUTCOME

WHAT WE CAN SAY WE DO

ACTIVITY

- Analyzing
- Auditing
- Fixing
- Sending
- Helping
- Communicating
- Coordinating
- Leading
- Managing
- Selling
- Teaching
- Welcoming
- Hiring
- Informing

PRODUCT EXAMPLES

- Reports
- Audit Reports
- Repairs
- Deliveries
- Answers
- Emails, Presentations
- Schedules
- Strategies, Policies, Questions
- Plans, Procedures, Evaluations
- Proposals, Orders
- Courses
- Greetings
- Job descriptions
- Website pages

6 PRODUCT CHARACTERISTICS



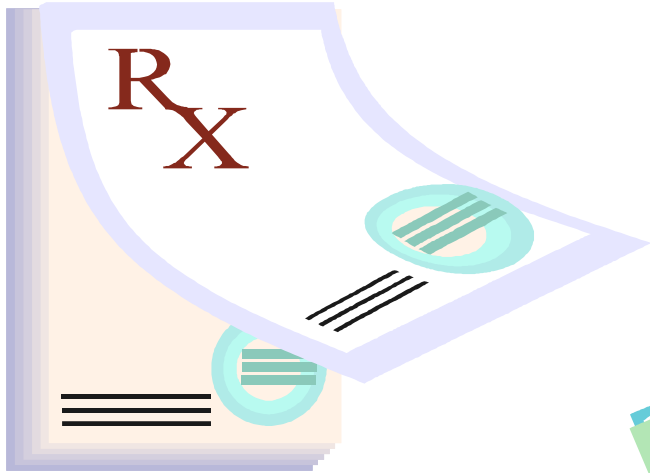
- **Can be plural with an “s”**
- **A deliverable we can give others**
- **Packaged in countable units**
- **Very specific to the producer**
- **Used to produce an outcome**
- **A noun**

PRODUCT-PROCESS CONNECTIONS

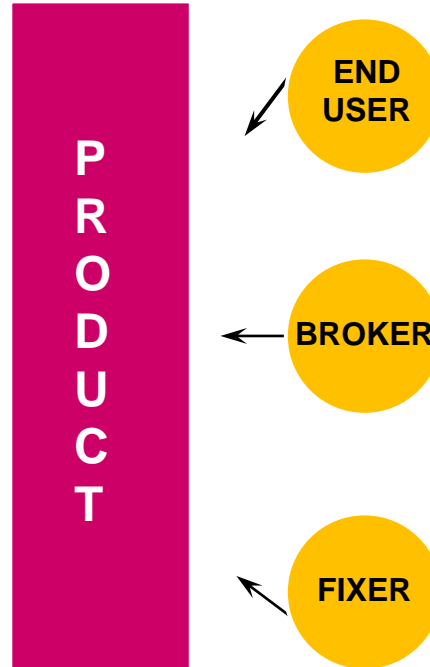
7 PRINCIPLES

1. Describe all work as products: **Rethink it**
2. A process is a chain of products: **Map it**
3. A product is the root cause of any problem: **Find it**
4. Look for the product with most rework, time consumption, complexity, dissatisfaction, dependency by others: **Fix it**
5. Identify missing products (especially “source”): **Find them**
6. Fix the product before mapping process activity: **Celebrate it**
7. Organize product families for simplicity of attack: scope, complexity, sequence, purpose, cost, customers: **Organize!**


WHAT IS A PRESCRIPTION?



CUSTOMER ROLES

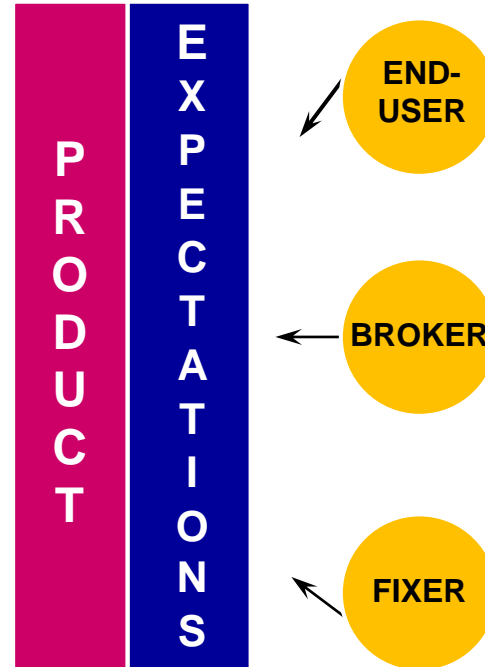


A C3 PRINCIPLE



We cannot meaningfully
talk about
who “**The Customers**” are,
without specifying the
Product
they are customers for.

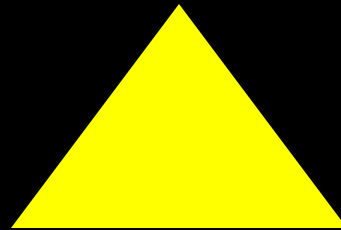
EXPECTATIONS & THE VOC



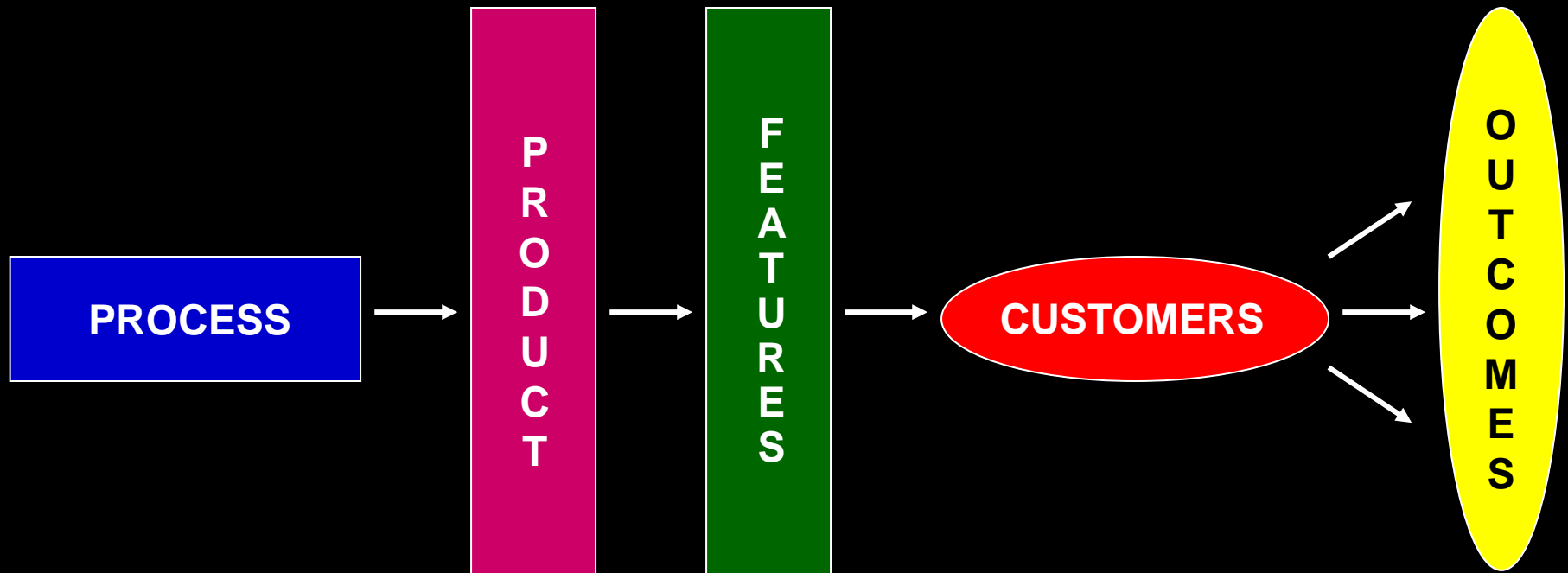
SATISFACTION

Performance

Perception

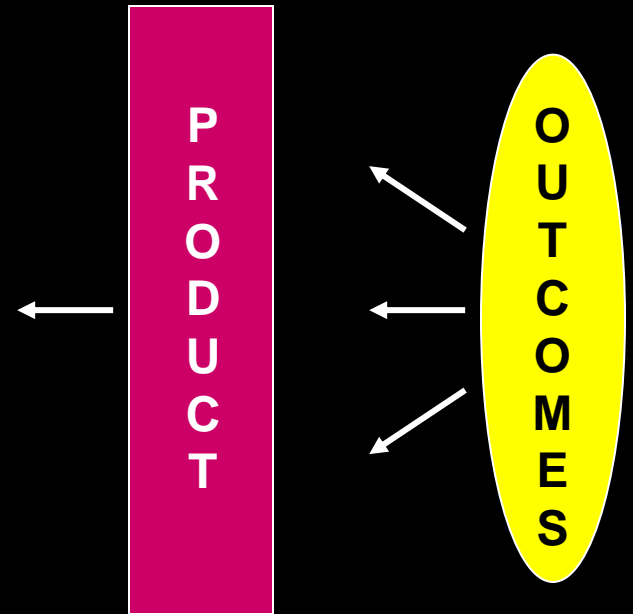


PRODUCER-CENTERED THINKING

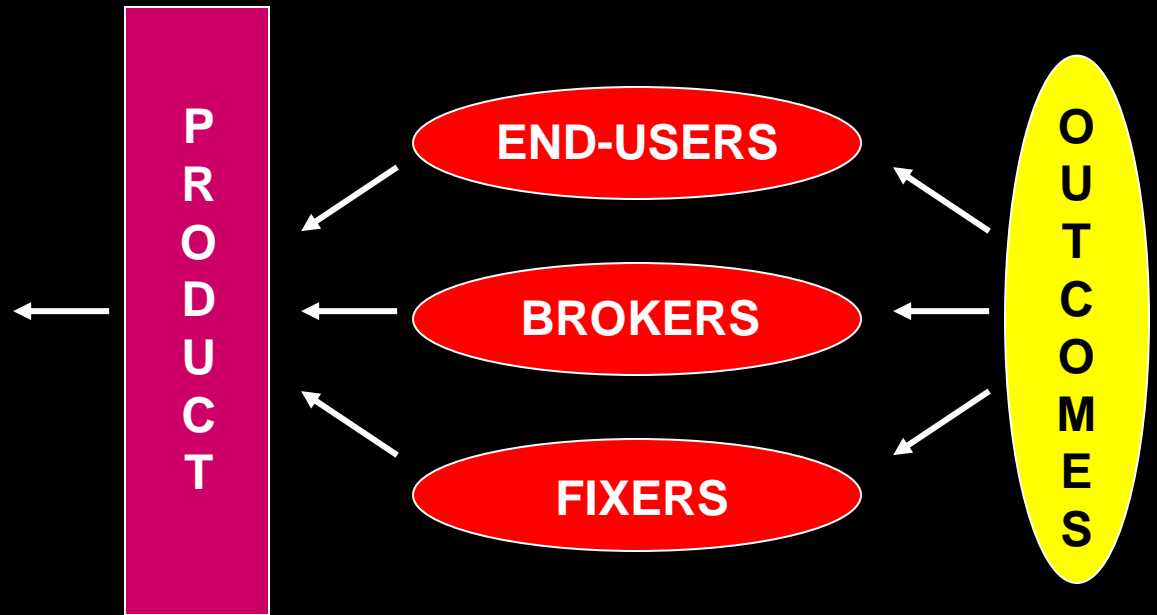


“Going out of business”

CUSTOMER-CENTERED THINKING



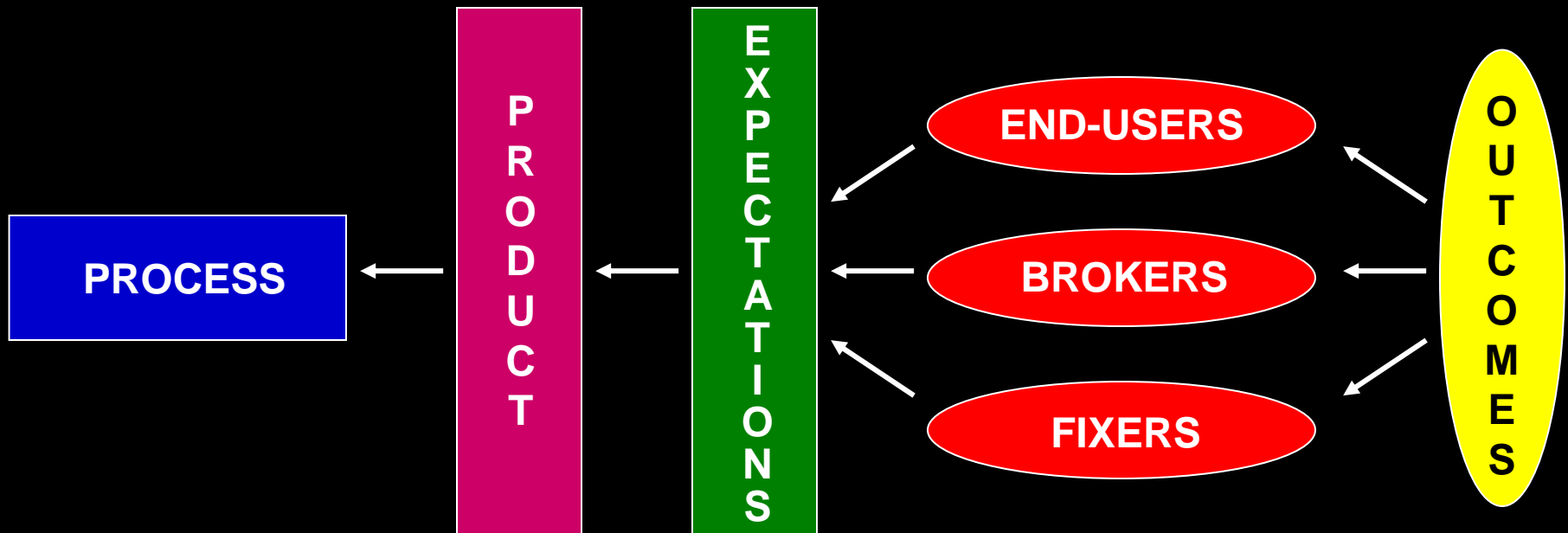
CUSTOMER-CENTERED THINKING



CUSTOMER-CENTERED THINKING



SM



“Growing a business”



*If they could do it,
you can, too.*

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