

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. Eli 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, for the first time in Hong Kong!

> Major insights into what actually constrains your organization from immediately generating much more sales and 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.

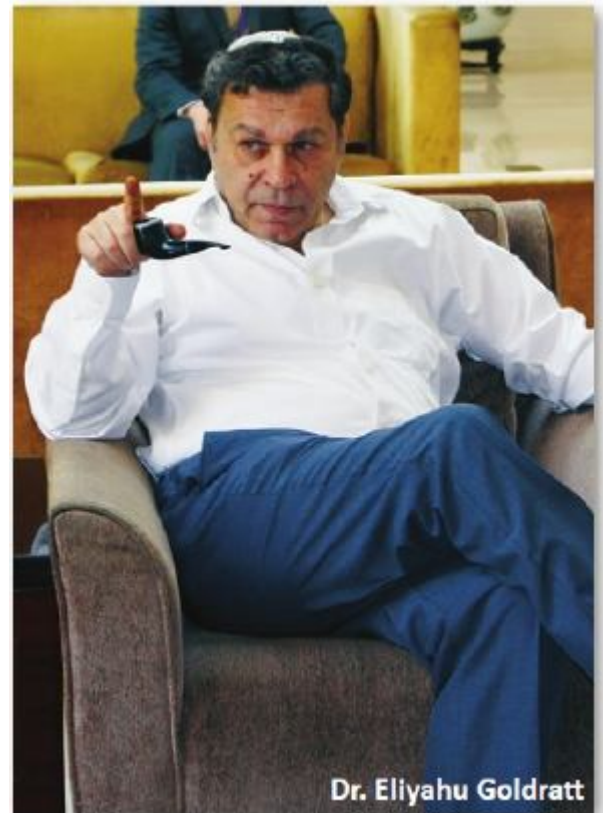
> "Hands on" and case study – that will give you better understanding how TOC can improve your specific environment, and how GC can make this happened

- Learn things you will consider to be beneficial for them both now and into the future – knowhow that is practical, not just theoretical.

- Evaluate TOC, Viable Vision and Goldratt Consulting to determine if it would be a good fit for their companies and/or themselves.

Define the appropriate next steps to using TOC and engaging with GC

- Have an opportunity to get to know many of the principals of Goldratt Consulting



Dr. Eliyahu Goldratt

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[1947 - 2011]

Agenda

Date: 13 – 16 December 2011

Time: 0900 – 1700 HOURS

Venue: Royal Garden Hotel, Tsimshatsui East

Fee: HK\$25,000, \$22,500 for 2 participants,
& \$23,750 before 18 November, 2011
(Lunch and Tea Breaks included)

Each of the four days has a Meta theme:

Day 1: Laying the Fundamental

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.

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
- 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, offer design, and sales execution.

The layers of resistance model and gain buy-in. Client examples.

- The Science of Selling Win-Win Business Deals in a Blue Ocean

Day 4 : Putting It All Together

- The steps to embarking on and implementing a Viable Vision are provided.
- 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



Simon Horev is recognized worldwide as a leading authority and expert in Theory of Constraints (TOC), and is the China Country Manager of Goldratt Consulting.

Prior to Goldratt Consulting, Mr. Horev spent 30+ years in managing projects, production and multi national companies in different industries all around the world using his TOC knowledge.

Mr. Horev is well acquainted with the Chinese market, In his background he served in different positions in China since 1995.

On his last position in China (Changzhou - Jiangsu Province), Mr. Horev served for 4 years as President and CEO of Multi National production and distribution Company.

Who Should Attend?

Owners, CEOs, directors and senior managers of Manufacturing / Retailing / Project Management companies.

Event Organizer:



Sigma Breakthrough Technologies, International

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