



In this issue...

Successful marketing

Supply chain software selection

Andrew's monthly nugget:
Effective decision-making

In the news...

Read Andrew's position paper [From Chaos to Profit™](#)

Read Andrew's blog [From Chaos to Order](#)

Up and coming events...

Attend Andrew's FREE teleconference on transforming your organization, **From Chaos to Profit™**. [Email](#) Andrew directly for details.

Hear Andrew speak on **How effective decision-making enables operational success** at the Ottawa Manufacturers' Network on May 27 ([click here for details](#))

Andrew Miller's What's new in Business?

Volume 14, May 2009

The monthly electronic newsletter presented by ACM Consulting Inc.

Marketing to thrive

Here are three things that you can do to market yourself and your business more effectively and better position yourself for future success:

- Experiment with a new way to access customers (online advertising, social media, teleconferences, event sponsorship, etc.)
- Take advantage of lower rates for traditional advertising methods (newspaper, magazines, radio, television)
- Offer something of value for free to existing and potential customers

There are many more ways to market more effectively in this economy, but only the first three are free!

What's new in Supply Chain?

Software selection - Here are three things to consider when selecting your next supply chain software solution:

- How well does the software meet your supply chain requirements? - assess how the solution meets the needs (not wants) of your supply chain;
- Will the solution improve my supply chain? - ensure that by investing in technology, your supply chain can be improved (reduced delivery times, reduced production errors, improved shipment tracking, etc.);
- Does the solution help improve sustainability? - the supply chain of the future is environmentally sustainable so assess how the investment in technology will help you move closer to that model.

Andrew's nugget

Each month, Andrew Miller, President of ACM Consulting Inc. will provide a little nugget of advice to help with your business.

Effective decision-making

Made any bad decisions lately? After you realized it was a bad decision, did you review your decision-making process and make improvements? I didn't think so. In order to consistently make good decisions, we need to ensure that our decision-making process is effective. Challenge yourself to make the right decisions the first time around and learn from every decision that you make.

What's new with ACM Consulting?

Below are some upcoming events for ACM Consulting:

- Andrew is offering a FREE teleconference on Friday May 29 at 11:00amEDT as a follow-up to his position paper, [From Chaos to Profit™](#), on how to effectively transform your organization by aligning processes, people and technology. [Email](#) Andrew directly if you are interested in attending;
- On May 27 Andrew will speak about how effective decision-making enables operational success at OMNet (www.omnet.ca);
- To read Andrew's position paper on the four misconceptions of manufacturing automation, [click here](#).

If you are interested in any of our services or know someone that might benefit from working with us, please contact Andrew Miller at 416-817-1336 or visit our website at www.acmconsulting.ca

Please feel free to forward this newsletter to anyone to whom it might be of value.