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[Click here](#) to register for Andrew's 2010 high-powered teleconference series

Stay tuned for my updated website to be launched soon!

Volume 28, July 2010

The monthly electronic newsletter presented by Andrew Miller



My newsletter focuses on providing ways to dramatically accelerate results and to better control the speed of your organization.

Mastering Strategic Decision Making

I don't normally promote stuff here but my colleague is putting on an amazing workshop on how to master the art of strategic decision-making. [Click here](#) to check out the details. This is a can't-miss event!

Speed, Efficiency and Productivity

I went on a tour of a hospital research facility and got to see the inner workings of one of the labs. We walked into a large room that was dominated by a piece of machinery, the centerpiece of which, was a robotic arm about four feet long. As we arrived, the robotic arm was taking samples out of a container and putting them through a series of tests. I was mesmerized by the actions of this robotic arm.

When I snapped out of my trance, I asked the researcher how the machine was helping her do her job. She answered, "It helps us with speed, efficiency and productivity. The robot can do things faster, better and with higher quality than any human, and it would take 8-10 people to produce the equivalent amount of results. Now, I start the machine in the morning, check in a couple of times to see the results, and spend my day doing actual research work."

This got me thinking...this is exactly what every business needs, although it does not need to be robotic or expensive. Small changes can have a huge impact on your business. The goal is to find your "robotic arm." What changes can you make that will have an impact on the speed, efficiency and productivity of your business?

The Advantages of Being First

Some companies are very content to be the second product in a new market. Let someone else work out the kinks and figure out what the consumers want, and then they come in and make a superior product. This is a very good strategy and HP has done it very well, creating long-term, sustainable growth. But it is not the story that legends are made of.

Aside from taking market share where it previously did not exist, it is hard to measure the tangible benefits of being first into a particular marketplace. Companies shy away from this idea because of a fear of failure or a fear of capturing the market and not being able to sustain it. What is the advantage of being first into a market? Just ask Apple. They moved into a marketplace where there wasn't one and created one of the greatest success stories in the past 50 years. There were digital music players before the iPod and there were cell phones before the iPhone, but no company had integrated all of the parts together. Apple created the market for integrated PDAs and they continue to shape it.

Sure, they will eventually lose some momentum and lose market share, but they are in the middle of a great run and continue to strengthen their position by continuing to innovate. Being first in the market allows you to create a connection between your brand and the product (think Kleenex - the name is used regardless of the brand name that makes the product). Being first allows you to engage customers by suggesting and making product improvements. Being first allows you to capture the market with little to no competition. Being first can create a legacy that lasts generations. Think about that next time you want to shelf a new idea.

Andrew's Nugget

Each month, Andrew will provide a little nugget of advice to help speed up your business.

Using Social Media

Any business not using social media to their advantage is being left behind. Social media provides faster access to customer information, new customers, an effective way to market your company, and control your message. You do not need to be come a social media guru, but recognizing the benefits and knowing how to achieve them will accelerate results for your company.

What's New with Andrew?

Below are some upcoming events and articles:

- [Click here](#) to register for Andrew's 2010 high-powered teleconference series
- Andrew has posted some interesting videos to help improve your organization's performance, [click here](#) to view them
- Andrew is a frequent speaker on a variety of subjects and loves to hear himself talk, so contact [Andrew](#) if you need someone who can provide value to your audience. Here are some recent topics:
 - Accelerating results
 - Leadership
 - Business transformation
 - Effective communication
 - Implementing sustainable change initiatives
 - How to think like a competitive organization
 - Maximizing ROI from procurement operations
 - Effective decision-making

Please note that we grow our business through referrals and would never be too busy to speak with a friend, family member, acquaintance or colleague, if you think we could be of assistance.

Please contact Andrew Miller at 416-480-1336 or visit our website at www.acmconsulting.ca

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