



ANDREW MILLER ON SPEED



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IN THE NEWS

Stay tuned as Andrew will be featured in the Globe and Mail soon.

Look for the launch of Andrew's new website in October!

UPCOMING EVENTS

Register for Andrew's upcoming free teleconference on aligning strategy and tactics.

The monthly electronic newsletter presented by Andrew Miller.

My newsletter focuses on providing ways to generate dramatic ideas and quickly improve the speed, performance and profitability of your organization.

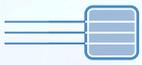
Why Speed?

Speed could be the single biggest competitive advantage that a company has. If you don't believe me, see below for the benefits of speed in running a successful organization:

- You get new products and services to market faster
- You increase the productivity of your employees and allow them to work on more value-added activities (or improve their life balance by leaving the office earlier or not working weekends)
- You acquire new customers faster
- You realize additional revenue sooner by creating loyal customers and brand ambassadors more rapidly
- You attract strong talent who want to work in a challenging and dynamic environment
- You are able to tweak or change business models faster than the competition
- You are responsive to customer issues and resolve them quickly
- You have stronger relationships with suppliers and business partners
- You reduce costs
- You make (or reverse) decisions quickly and effectively
- You reduce lead times and delivery times
- You rapidly move forward with new strategies and organizational changes
- You empower your employees to address opportunities and challenges quickly
- You take advantage of sudden shifts in the marketplace and in the needs of your customers

Is there any other single element of your business that can create that many opportunities for success? Take advantage of being fast and responsive and don't hit your head on the way up!





THE SIX KEYS TO INCREASING THE SPEED OF YOUR

The Six Keys to Increasing the Speed of Your Organization

Have you ever wondered why some organizations are able to operate faster than others without sacrificing the quality of their offerings? Well if you have, here are some insights as to why:

- 1. They focus on quality.** They ask "How can we get our offerings to market faster without sacrificing quality?" Too many companies only focus on speed, and not quality (Research in Motion and the initial release of the Playbook tablet is an example of focusing on speed without quality).
- 2. They don't panic.** Speed isn't always being about first to market. Ford invented the motor car, yet how many car companies are now more successful than they are?
- 3. They expect bumps in the road and are ready for them.** Just like driving a car, there will be potholes, traffic, accidents, pedestrians and construction that you need to navigate through. Prepare a plan (a route) to get you where you need to be.
- 4. They are never satisfied with the status quo.** These organizations are constantly pursuing ways to do things faster and better and are not afraid to challenge the way they operate. Apple is always trying to enhance its' products or develop new markets.
- 5. They take risks.** You will never know how fast you can operate until you push your own organizational limits. With risks come rewards.
- 6. They know when to slow down.** Sometimes the business environment requires organizations to slow down and choose a new direction or at least assess where they are. The best companies know when to do that and how to change course quickly. There is a reason why Netflix is successful and Blockbuster isn't. Is your organization practicing these six keys? If not, you're not moving fast enough.

