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The monthly electronic newsletter presented by Andrew Miller

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



Imax Creates a Success Bubble

You may have heard that in order to take advantage of the new popularity for 3-D movies, Imax is considering the idea of creating portable bubbles in which 3-D movies can be shown. I think this is a brilliant idea by Imax. These bubble theatres cost only \$1 million each to construct, which is not a lot of money compared to the price of building an entire movie theatre.

The bubbles can hold almost 500 people at a time, so they are big enough to re-create the feeling of a traditional movie theatre. They can also be set up anywhere to show 3-D movies. The projectors are digital, and therefore the quality will be great. The bubbles can also be used as a giant billboard, so companies will be able to advertise on, and sponsor them as they are constructed. Best of all, they can be set up anywhere, from main squares to rural towns.

Imax used innovation to create a need. Thanks to the help of movies like Avatar and Alice in Wonderland, we may never want to watch non-3D movies ever again. This is a great lesson for all companies: always look for the next great idea. Imax used market factors to develop a strategy to help meet their objectives of growing the company while leveraging a new technology that offers a competitive advantage.

Adding Value Quickly

Last week, I had a couple of hours before a client meeting so I decided to stop into a Starbucks to do some work. Why did I choose Starbucks? It is not because they have the best coffee or the most variety of beverages I cannot pronounce. I am not even a coffee (latte, Frappuccino or Mocha) drinker. But they do have very low-cost wireless Internet access for customers.

Within 5 minutes of walking through the door, I was online checking email and communicating with clients. This is a value that provides tangible benefits for customers of Starbucks, and the key is that it is easy to access. I fill out a few key fields and am given an immediate connection. If it took longer, I may not have chosen Starbucks, but because it is easy and valuable, I became a customer.

The incremental cost is minimal, but my perception of the value is extraordinary. What quick and easy value can you bring to attract new customers?

Poland and the Succession Plan

What can the tragedy in Poland tell us about succession planning? Simple. Every organization should have a succession plan. It is a terrible and tragic event that happened when the President, his wife, his army commander, his naval commander and other senior staff and advisors all died in a plane crash. Governments usually have a plan in place for succession, but it was certainly never anticipated to be on this large a scale. Nevertheless, each department has a succession plan for their leadership in order to keep the country running smoothly.

Does your organization have a succession plan? What would happen if your whole leadership team walked out tomorrow? Do you know who would take their place? We can never anticipate when tragic events such as the one in Poland will happen, but we can be ready for them when they do. Identify the next-in-command for all of the critical roles in your organization. The last thing people need when they are dealing with the shock of such a tragedy is the perception of a leadership vacuum. This leads to chaos and panic. Prepare for the worst. It is one of those unfortunate lessons we learn when disaster strikes.

Andrew's Nugget

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

Get out of the way

For most companies, the biggest roadblock to implementing change successfully is the organization itself. People gravitate to what they are most comfortable with, but this is not necessarily what is best for the company. Don't let your organization be a hindrance to its own success.

What's New with Andrew?

Below are some upcoming events and articles:

- [Click here](#) to register for Andrew's 2010 high-powered teleconference series
- [Click here](#) to read Andrew's article for Logistics Magazine on how to accelerate success
- Andrew was featured in this month's edition of *Management Consultant International*
- 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

If you are interested in any of our services or know someone that might benefit from working with us, please contact Andrew Miller at 416-480-1336 or visit our website at www.acmconsulting.ca

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