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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.



Accelerating Integration

When merging two organizations together, it is always better to move quickly. The faster you can integrate the different cultures and communicate the integration timetables to employees, the more successful you will be. Whenever integration is required, employees are unsure where they fit in the new organization or whether or not they will even have a job. The best way to settle those fears and anxieties is to develop an integration plan and communicate the timelines early and often. Remember that the organization needs to continue to do business while the integration is happening, so continuing productivity and performance is a must.

In a recent interview with the Globe and Mail, Irene Rosenfeld, CEO of Kraft Foods Inc., mentioned that speed was paramount when discussing integrating the cultures of Kraft and Cadbury Schweppes. She says "speed is one of the most important principles. Obviously it has to be thoughtful speed...it was really important that we move quickly." No one has great success by waiting around for something to happen. Move forward with speed and make adjustments as required. Even a fast car has the tools to make corrective actions as you are driving - brakes, steering, anti-skid tires, vehicle stability, etc. - so structure your organization the same way so it can handle the inevitable bumps in the road.

Accelerating Loss of Customers

Some of you may have heard about the recent fiasco that took place with AT&T. A customer sent an email to CEO Randall Stephenson to complain about the new pricing plan that was being introduced. The email was not belligerent or disrespectful, but it did outline the customer's issues with the new plan, but in a thoughtful, business-like manner. After sending a second email to the same effect, the customer received a voicemail from the executive account department letting him know that if he continued to send messages, AT&T would get a cease and desist letter. A cease and desist letter? Are you kidding me? Is this not the biggest over-reaction you have ever heard of? You can follow the details [here](#).

It is a shame that a single employee, "Brent," can cause such grief for a company that has a good reputation for customer service. However, the problem is that AT&T gave employees the ability to make this decision. One of the options was for an employee to call a CUSTOMER and mention a cease and desist letter. Think about your customer service policies and ensure that employees understand how to interpret those policies. If customers lose the ability to make valid complaints, then you will quickly lose those customers. This should be a wake-up call for customer service departments everywhere - use some common sense when talking to customers!

Andrew's Nugget

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

Move faster

"Move quickly even if it makes you uncomfortable. In hindsight, you will always wish you had moved faster." This is a quote from Irene Rosenfeld, CEO of Kraft Foods Inc. Think about her words carefully. You will never be satisfied if you move too slowly so think about how to speed up your progress.

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 recently published an article for ISM's [eSide Supply Management](#) on Accelerating Buying Decisions
- 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.