

Dr. Eliyahu Goldratt presents

NOW & into the FUTURE

Growth with Stability

GOLDRATT
consulting

Creating Ever Flourishing Companies

15-17 February 2010 | Hotel Sahara Star, Mumbai

Retail



Consumer Goods



Project



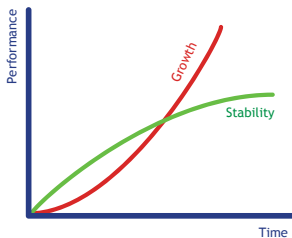
Manufacturing



Power



Process of On-going Improvement



Event partners



Confederation of Indian Industry



rai

RETAILERS ASSOCIATION OF INDIA



इंदौर प्रशासन
एन. टी. आर. एच. एच. इंदौर
IIM INDORE



Productivity
& Quality
Publishing

How do we face the current financial and economic crisis and generate cash in a matter of weeks?

The current financial crisis snowballing into an economic crisis is forcing many companies to take a hard look at the way it is affecting their businesses. In the face of falling sales and liquidity turning into a nightmare, it is no surprise that companies indulge in actions such as freezing investments, lay offs, indiscriminately cutting costs/expenses etc. But do such actions lead to insulating the company from the external turbulence and to laying the foundation to solidly build the company for the future? As a result, answering the following questions becomes imperative under the current situation:

- How can we develop a company that can be well insulated from market conditions at all times?
- How is it possible to ensure that the rate at which the company grows is solely resting on actions that the company pursues?
- What type of actions does the company need to undertake to release cash quickly & grow healthily?
- Is there a way to build a company considering both the short & long term perspectives?
- Based on past experiences of attempting several improvement initiatives, would it not take considerable time to see results & involve substantial risks?

Answering these questions while complementing them with real action plans would pave the way for developing an “Ever Flourishing Company” – one that is delivering unprecedented organization-wide performance and bottom-line results

This transformation to “Now and into the future” is what is offered under the framework of Viable Vision.

What is Viable Vision?

- Viable Vision focuses on the necessary strategy & tactics to deliver unprecedented organization-wide performance in bottom-line results by delivering an exponential growth in sales, while simultaneously reducing inventories and scarce working capital.
- Viable Vision strategy & tactics (S&T) are based on the premise that for a company to grow at a pace that stems from its own action (not by the market conditions & competitive actions), it must address with its capabilities a significant need of the market to an extent that no other competitor can.

By delivering an exponential growth in sales while maintaining organizational stability, Viable Vision aims to create an ever-flourishing company. Thus, Viable Vision enables organizations to increase profitability while significantly increasing sales beyond what the management currently thinks is possible – in 4 years or less.

- Theory of Constraints (TOC) has been implemented successfully with impressive results in hundreds of companies worldwide. In India, several companies from diverse industries such as manufacturing (steel, industrial goods, pharmaceuticals), project management (engineering, new product development, ship building and repair, aircraft maintenance, etc) and supply chain (FMCG, consumer durables) have implemented TOC with inspiring results.



Reaching a level of profitability otherwise considered unattainable

Sustaining that level of performance year after year, while sales grow exponentially.

Over the past twenty years I have taken the Theory of Constraints (TOC) into many industries, creating tools and techniques to enable people to develop their knowledge and apply TOC to their businesses. The success of TOC is well documented and a vast number of books and self-learning materials have been published on the subject.

More recently I have taken on the task of compiling the generic Strategy and Tactics required in creating an ever-flourishing organization, an organization that is delivering unprecedented performance and bottom-line results in all aspects of its operation. These Strategy and Tactics are my most important work. They are at the core of the Viable Vision implementations, revealing the detail of the route an organization needs to take in order to achieve its Viable Vision goal.

Dr. Goldratt

Dr Eli Goldratt is the Founder and Chairman of The Goldratt Group and originator of the Theory of Constraints (TOC). His first book, *The Goal*, remains a global business best seller more than 20 years after its inaugural publication. Dr. Goldratt is an educator, author, scientist, philosopher and business leader but he is, first and foremost, a thinker who provokes others to think. Often characterized as unconventional, stimulating, Dr Goldratt exhorts his audience to examine and reassess their business practices with a different perspective and new vision.



In 2002 Dr Goldratt established the Goldratt Group, incorporating Goldratt Consulting, Goldratt Schools and Goldratt Marketing with the purpose of making TOC the main way of managing organizations. To accomplish this, Goldratt Consulting ensures the organizations with which we work achieve unprecedented rates of improvement.

Against this background, Dr. Eliyahu Goldratt is presenting the 'Now and into the future' in India, an international series of workshops that aim to serve as one of the most effective platforms to improve the quality of decision-making, formulate strategies to enhance performance during crises, improve communication and stimulate new solutions, providing benefits for the entire company. Leading industry associations such as CII, 'rai' & reputed academic Institutions like NITIE and IIM (Indore) have pledged their support to make this event successful.



Fortune magazine describes Goldratt as “A guru to the industry”

The Economist calls Eli Goldratt as “Iconoclast”

Business week terms Eli Goldratt as “Genius”

Goldratt Consulting

Goldratt Consulting is a global company, with HQ in Israel and associates in India, China, Japan, USA, Latin America and Europe. All our associates have vast industry experience from some of the most successful companies in the world & have extensive exposure in implementing TOC applications & Viable Vision projects. In India, GC has a presence in Chennai and Mumbai, with associates spread across India.

Confederation of Indian Industry (CII)

CII, founded over 114 years ago, is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. CII has direct membership of over 7800 organizations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 385 national and regional associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. Major emphasis is

laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programs. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few. Complementing this vision, CII's theme for 2009-10 is 'India@75: Economy, Infrastructure and Governance.'

Retailers Association of India (rai)

Retailers Association of India (rai) is the unified voice of Indian retailers. 'rai' is working with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. 'rai' has a three charter aim of Retail Development, Facilitation and Propagation. 'rai's efforts center around advocacy and government representations, bringing best practices to the industry, fostering retail learning and training, creating a reservoir of information through retail research, disseminating communication through magazines, newsletter, website, etc. for the benefit of it's members and the industry.

