



«GreetingLine»

I hope that 2013 is off to a good start. This is the February 2013 Business Transformers Newsletter, which I hope you find interesting and useful. Please let me know if you have any comments or suggestions for future topics.
Robin

The Impact of the Sacred Cow

1. Is a Sacred Cow holding your business to ransom

It is an axiom of personal coaching that what we believe shapes our approach to the world, but is this the same in a business? Undoubtedly YES. In fact a recent [IBM study](#) put “solving the wrong problem” at the top of a list of why business change projects fail, and since up to 92% of all business change projects fail to meet one of it’s major goals (in less experienced businesses). Often when faced with a business problem managers and directors try to think what is causing it—this is fair enough but often people do not move onto the next stage and PROVE it. A recent client claimed that “there is no significant scrap” a little measurement revealed that over 20% of the raw material they purchased was thrown away.



[For more details see presentations at](#)

2. Slay the Sacred Cow and drive profit up

The client above undertook a short project using metrics to systematically to check whether there were other widely held limiting beliefs and he found 3 major ones. With a little further work ,

- **scrap was cut by 46% ,**
- **labour was reduced by 20%**
- **material cost were driven down by 14% ... all within a few weeks**

Within weeks a company which was deeply in loss was returned to profitability.

[Click here to see more details of this and other engagements](#)

3. Business Transformers specialises in getting maximum value from change

[Contact Business Transformers Ltd by e-mail](#) ,or by calling 0794 1161321 for a no obligation review and discussion. For more information on change management, business improvement, metrics & KPI’s, plus information on funding options check out the [Business Transformers website](#).

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