



# Ask Dr Lisa

## Goldratt Implementation Group U.S.

February 2005

The occasional newsletter ... Volume 3, Number 1

Register Now to attend Dr. Goldratt's next Viable Vision Offer Event, April 8 in Chicago!

See all the upcoming Viable Vision Offer Events at:

[www.Viable-Vision.com](http://www.Viable-Vision.com)

Send your questions to [AskDrLisa@Dr-Lisa.com](mailto:AskDrLisa@Dr-Lisa.com)

Speaking Website [www.Dr-Lisa.com](http://www.Dr-Lisa.com)

Applying Science to your bottom-line at [www.ScienceofBusiness.com](http://www.ScienceofBusiness.com)

Denver, Colorado  
P: 303-909-3343  
F: 303-362-7353

**Question:** Can you tell us more about Viable Vision and the Viable Vision Offer Event?

**Answer:** The definition of a Viable Vision is turning your current sales level into your profit level within 4 years. So if you have \$50 million in sales you will go to \$50 million in profit by Feb 2009.

Outrageous isn't it? .... I'll wait for you to determine if this is an outrageous claim or not. If you say that it is not outrageous it means that you are already working on a way to achieve it or you think you know how it could be achieved. If this is the case, then you already know you can do it. Great! If you think that the Viable Vision concept is completely outrageous, then what you are saying is that you know no other way to achieve this ambitious target. It is the second group of people that are ready for the help.

More than 100 companies have asked for this help and 70 of them are in the process of pursuing their Viable Vision. These 70 companies are from all different industries and are as little as \$1.2 million in sales and as large as several billion in sales. That being said, the process is not for everyone. We are currently focused on physical product companies, companies that make, distribute, retail, or build a product you can touch. In addition, before any contracts are signed we make sure that there is a good fit - that it makes sense to work together.

The Viable Vision Offer Event is a one day event in which Dr Eli Goldratt explains the process, how it is possible for even conventional companies, and our offer. You get references, may even meet them, and you get to gauge the reaction of other CEOs. The event is by invitation only and exclusively for CEOs, Presidents, and business owners because a project of this magnitude requires the involvement of the leader.

Towards the end of the day, Dr Goldratt makes you an offer. Here's the offer: We will collect the data for your company, develop your Viable Vision, and spend 2 hours with you discussing your company and your Viable Vision for FREE, no strings. The only catch is that the CEO, President, or business owner must be in attendance at a Viable Vision Offer Event to be eligible for the free offer.

I'll give you another hint. What if you could squeeze more capacity out of your existing operation with no investment AND you could sell it, could you achieve a Viable Vision? Squeezing more capacity out of your existing operation without investment is relatively easy (you read about it in [The Goal](#)). The hard part is selling it. You need an unrefusable market (a "mafia offer") offer in order to sell all your capacity (you read about this in [Its Not Luck](#)). The Viable Vision is the specific strategy and tactics necessary for you to uncover your capacity and the market offer that will bring your company to have a profit level equal to your current sales level. And if you

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decide that you would like guidance from Goldratt Consulting & Science of Business in achieving your Viable Vision, then over 90% of our fees are based on YOUR results. If you don't get the results, you don't pay!

When have you ever attended a seminar where the presenters offered to apply the ideas which were presented to YOUR company for no additional cost? So why not spend a day with Dr Goldratt, best selling author of The Goal, to challenge your assumptions and consider what if .... Register at [www.Viable-Vision.com](http://www.Viable-Vision.com)

### Book Highlight: [Viable Vision](#) by Gerry Kendall

Gerry does a really nice job of explaining the Viable Vision process and showing how it is possible for even conventional companies to have a Viable Vision. This book provides readers the proven frame of reference and roadmap for achieving exponential growth in profits, without relying on minor miracles such as a new product breakthrough.

Supported by significant testing and proven results in real companies, it is now conceivable that even large companies can grow profits at double digit rates. Concisely packed with the proven principles of 25 years of scientific research and real-life application, readers will learn about the holistic implementation of constraints management in strategic planning, operations, supply chain/logistics, sales and marketing, project management, technology, metrics and finance. Whether or not you are one of the millions of people who have read "The Goal" or other fine books on the Theory of Constraints, you will gain enormous benefits from reading this book. Viable Vision is a must read for anyone interested in rapidly increasing their company's net profits.

### What's Happening?

- ◆ In recognition of our relationship with Dr Goldratt and the Goldratt Group, we have added "[Goldratt Implementation Group U.S.](#)" to our name.
- ◆ Dr Lisa has been named the Global Marketing Director for Goldratt Consulting.

### Dr Lisa's Calendar

Speaking March 4 in Cabo San Lucas to the Tag and Label Manufacturers Institute

Speaking March 16, 17 in Seattle, TEC Groups 190, 194, and 908

Speaking March 29 in Philly to a Velocity Pointe group

Speaking March 30, 31 in Toronto, TEC Group 226,327, and 214

The next Viable Vision Offer Event in the US is April 8 in Chicago at The Hotel Monaco! [REGISTER NOW!](#)

Viable Vision Offer Events – April 5 in Bogotá, April 8 in Chicago, April 19 in

Amsterdam and April 21 in Kiev ... check out all the dates at [www.Viable-Vision.com](http://www.Viable-Vision.com)

There will only be 2 US dates this year and we will close out registration once we have 100 companies represented, so register now.

### Who is Dr Goldratt?

Remember reading [THE GOAL](#)? [The Goal](#) is now the best selling business book in the world, and the author, Dr. Eli Goldratt is coming to a limited number of world-wide locations to present his Viable Vision Offer. Eli Goldratt has been described by Fortune as a "guru to industry" and by Business Week as a genius. He 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, and "a slayer of sacred cows," Dr. Goldratt has created this Viable Vision offer to expand the reach of his powerful concepts to small and mid-sized companies.