



What Executives Are Saying about Viable Vision ...

December 2004

Goldratt Consulting made Viable Vision Offers to executives in attendance at the 12 Viable Vision Offer Events which took place in 2004. Executives requesting the FREE Viable Vision Offer were asked to state their reasons for applying. Here is a sample of what compelled them to take the next step and a reflection of their belief in the soundness of Viable Vision:

"Our product and freight costs continue to drop, our factory utilization metrics are exceeded and yet our inventory level has grown astronomically over the past three quarters and our stock price has dropped 50%. We currently operate in an environment where our competitors are catching us in technology and quality. There is an excess production capacity in the industry and competitors are willing to dump product into the distribution channels. We would like Eli to develop a Viable Vision for [our company] which would get us out of the build to forecast model, relying on the primary metrics of cost and factory utilization. We need Eli's help to identify the contrary benefits of Drum-Buffer-Rope manufacturing, combined with TOC metrics, in order to encourage a paradigm shift."--VP Supply Chain of a multi-billion dollar technology company

"We have increased our revenues (and profits) 6 times in 10 years [using TOC] and I know we can do better."--President of a controls and pumps company

"We had considerable success in the past with TOC. It feels like we have now "stagnated on a higher level" as Eli says. The owners and leadership team want to take [our company] to the next level as a company."--President of a cabinet company

"I feel our main constraint is in sales and customer diversification. The program is geared toward manufacturing and service, but I believe our small company can have a Viable Vision using the TOC focused on sales." --GM & VP of a battery and power products company

"The company faces internal operational constraints in the face of significant demand. While we are able to double, we could triple or quadruple if we could increase capacity."--President of product distribution business

"As an employee owned company we would like to secure the future of our company by providing a plan for continual growth and success."--CEO of a manufacturing controls company

"I am striving to create the most successful, most profitable, most recognized company in my industry; a company that people want to work for."--President and CEO of an optical products company



What is Goldratt's Viable Vision Offer?

In the 12 Viable Vision Offer Events in 2004 Dr. Goldratt presented why he feels it is viable for most companies to have, within four years, net profit equal to the total current sales. After making such an outrageous claim and backing it up references, he offered to develop and deliver a Viable Vision for any CEO, Business Owner, or President in the audience. The top-management of more than 100 companies thought the claim was solid enough to invest their personal time to pursue the offer. Of the 100 companies from around the world who have requested a Viable Vision, over 70 are now in the process of pursuing this ambitious target.

The companies range in size from a couple of million dollars in annual revenue up to billions. However, Goldratt Consulting is limiting eligibility for the FREE Viable Vision Offer to physical product companies.

It is clear by the magnitude of a Viable Vision project that it can only be led by the CEO. Therefore to be eligible for a FREE Viable Vision from Goldratt Consulting, the CEO must be in attendance.

What happens at the Viable Vision Offer Event?

The Viable Vision Offer Event is exclusively for CEO, Presidents, and Business Owners. During the event, participants will understand the complete Viable Visions offer and the process.

Dr. Goldratt will illustrate his proposal by referencing highly complex, real organizations that managed to tame high uncertainty in their environments.

Participants can witness many other CEOs' reactions to the Viable Vision offer

And for CEOs who apply for a Viable Vision offer at the event Goldratt Consulting will:

- Send a person to assemble the necessary data on the CEOs business.
- Analyze the data to see if in fact a Viable Vision exists.
- Meet with the CEO and up to 2 of his management team by appointment, to explain their specific Viable Vision offer.
- The specific Viable Vision Dr. Goldratt develops for a CEO is free of charge, no strings attached, but is limited to CEOs attending an event to hear the offer.
- If you decide you would like guidance in achieving your Viable Vision, 90% of Goldratt Consulting fees are based on results. If you don't get the results, you don't pay.

How do I register for the Viable Vision Offer Event?

"Dr Lisa" Lang u Global Marketing Director
phone: 303.909.3343 u fax: 303.362.7353 u email: DrLisa@GoldrattGroup.com
3845 Forest St. u Denver, CO 80207