



July 4, 2005

What Executives Are Saying about Viable Vision ...

Goldratt Consulting has made Viable Vision Offers to executives in attendance at 24 Viable Vision Offer Events so far. 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

"Some of us had read The Goal and we knew that we had to find a new way of thinking for our production and logistics functions. Attending the seminar gave us just that; new logical ideas that are smart and not complicated. Much more profitable ideas too, compared to the ones we were used to. When we decided to move on with Dr. Goldratt and his people, we found that their fee was very attractive to us. Dr. Goldratt makes his success dependant on our success and that is a very pleasant premise to start from."
Ragnar Brynildsen, Managing Director of Nova Group (140 employees), Stavanger (Norway)

"Dr Lisa" Lang u Global Marketing Director
phone: 303.909.3343 u fax: 303.362.7353 u email: DrLisa@GoldrattGroup.com
For more information or to register for a Viable Vision Offer Event visit: www.VVOffer.com



"When someone says that he can explain to me how it is possible to turn our current sales into net profit, this is a challenging and interesting idea to a business man. Out of curiosity, I decided to attend a Viable Vision Seminar. I came as an interested observer to the day and went away an active pursuer. Dr Goldratt showed me clearly that his ambitious vision is indeed viable for large and small companies alike. What I would like to suggest to other CEO's who consider to go to one of the upcoming events, is to go there with an open mind to the possibility that a Viable Vision is possible for them too to achieve."

Declan Gormley, Managing Director Ulster Weavers (280 employees), Northern Ireland

"During the Viable Vision Event that we attended, we were presented with a very innovative way of looking at the supply chain. The day was a tremendous learning experience for our people. I firmly believe that supply chain management is the next battleground in the competitive game, regardless what industry you're in. New and creative approaches to the whole supply chain are essential. This is precisely what the seminar and the subsequent Viable Vision process that we adopted for our company brought us. Attending the seminar was a very good idea and one I highly recommend to any ambitious CEO."

Jef Verplaetse, CEO Van Genechten Packaging (2.200 employees), Turnhout (Belgium)



What is Goldratt's Viable Vision Offer?

In the 24 Viable Vision Offer Events 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 180 companies thought the claim was solid enough to invest their personal time to pursue the offer. Of the 180 companies from around the world who have requested a Viable Vision, about 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 and they are from varying industries around the world. 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 Lisa" Lang u Global Marketing Director

phone: 303.909.3343 u fax: 303.362.7353 u email: DrLisa@GoldrattGroup.com

For more information or to register for a Viable Vision Offer Event visit: www.VVOffer.com



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 CEO's 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?

Go to www.VVOffer.com and register on-line or by fax.

Who is Dr. Eliyahu 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.

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.