



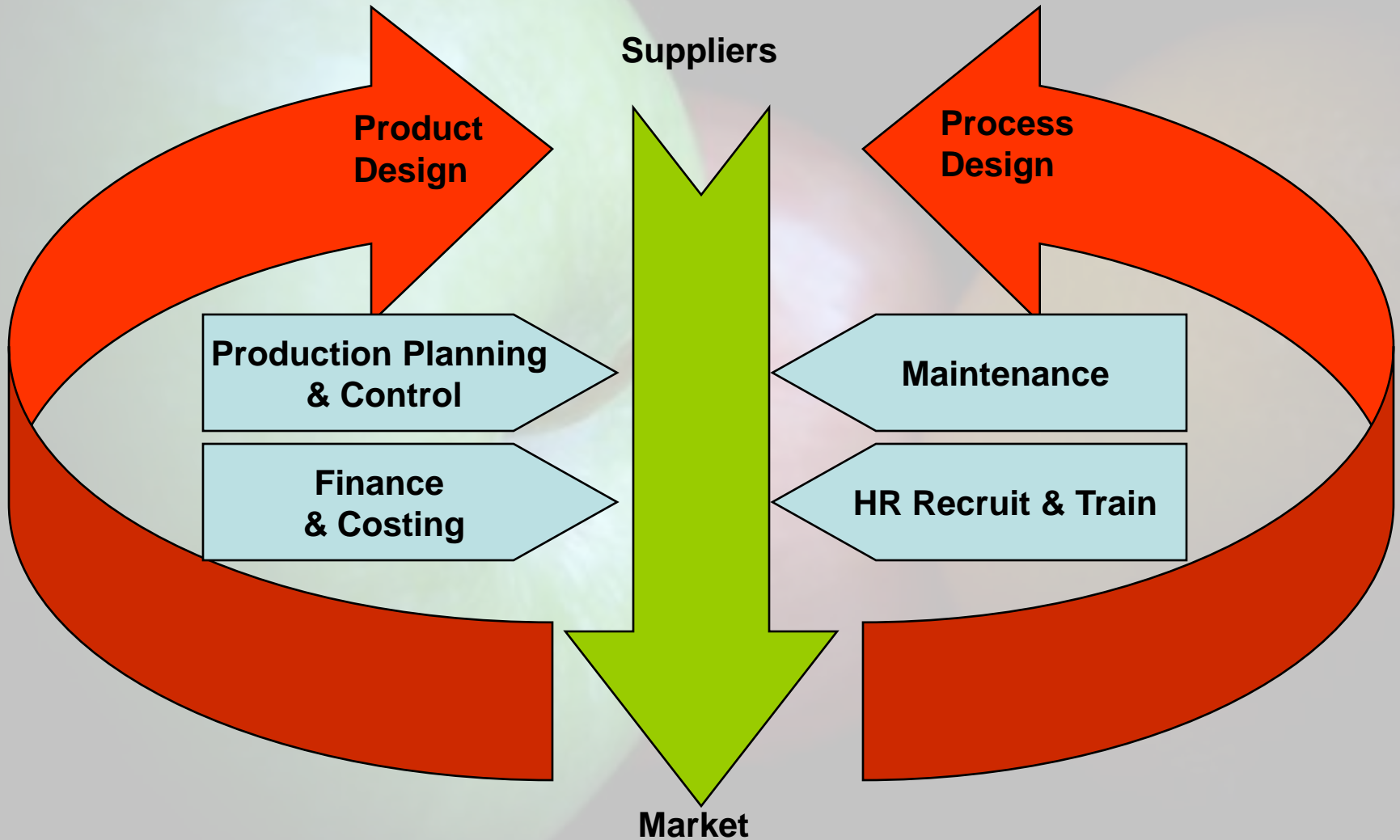
**If it is worth doing, it
is worth doing badly
at first**

Reflections on process
improvement

Is it worth doing?

- Why are we in business?
- Who are our customers?
- How do we add value?

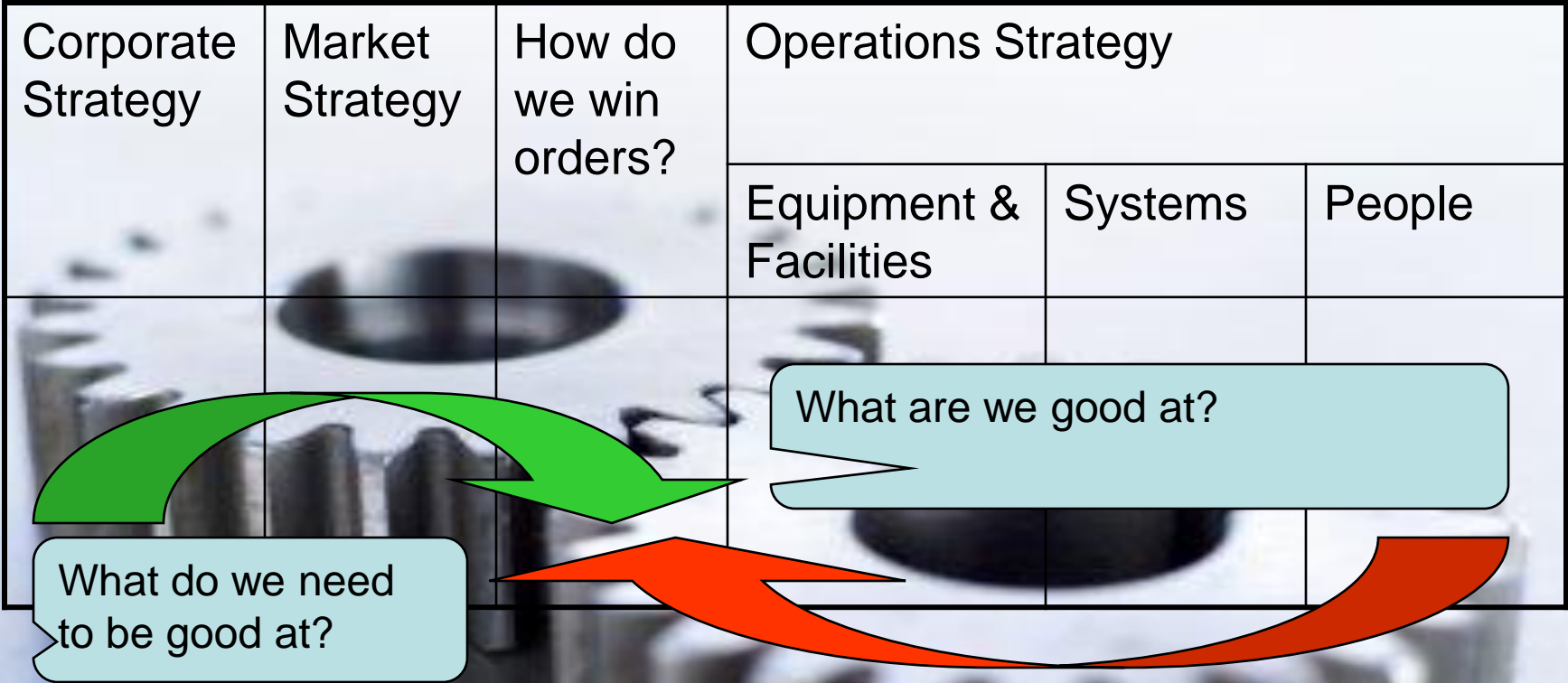
The Apple Model



How do we win orders?

	Winners (W)	Qualifiers (Q)	Qualifiers that can disqualify (QQ)
Price			
Quality			
Delivery			
Speed			
Reliability			
Flexibility			

Outside-in and Inside-out Strategy

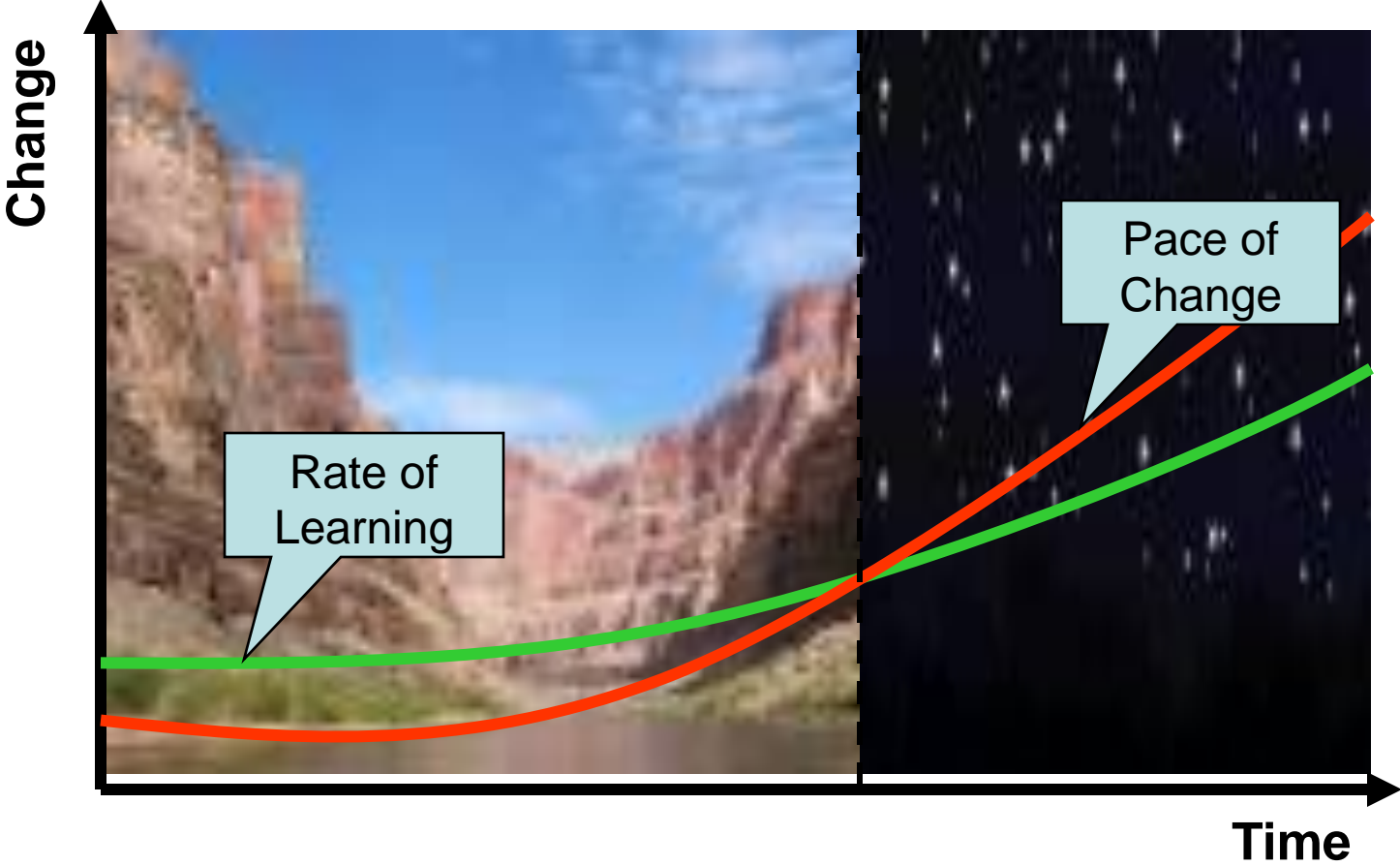


The Witching Hours



Dealing with change and uncertainty

The World after Midnight



Projects after midnight

Don't know HOW

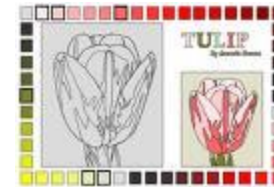
Know WHAT



Quest



Fog



Paint by numbers



Movie

Don't know WHAT

Know HOW

In the fog...

- There are many right answers
- Don't stop at the first answer
- We do not need consensus
- Diverse perspectives help build a picture
- Quality communication is important
- Don't be afraid to fail



Change and creation force us to move

Sometimes we don't know where to
and how

Let us not be afraid of judgment

*“If it is worth doing it is worth doing,
it is worth doing badly at first.”*