

Agenda ... Mike Hammer

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| 1. Make your-self easy to do business with. |
| 2. Add more value for your customers. |
| 3. Obsess about your processes. |
| 4. Turn creative work into process work. |
| 5. Use measurement for improving, not accounting. |
| 6. Loosen up your organizational structure. |
| 7. Sell through, not to, your distribution channels. |
| 8. Push past your boundaries in pursuit of efficiency. |
| 9. Lose your identity in an extended enterprise. |