

Inspiring Performance 09



Simply Improving Business Performance



Companies that change their processes need to make sure they are adopted by the users.



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Inspiring Performance 09 conference was very well attended this year with more delegates than ever according to sources at Nimbus.

The focus of this years event was around adoption, making sure that the business processes are easy to access, simple to follow and deliver the required outputs. Ian Gotts in his opening remarks described how the new starters in the business world, fresh from college or university will have sent thousands of text messages, emails, and will have spent many hours playing sophisticated computer games, yet when they come into the work environment they are faced with software that is difficult to use and looks boring. Ian's view is that adoption will be much quicker and less painful to end users if the look and feel of the business software can emulate some of the best features of tools like the Iphone. As a result the focus for the development of the control software over the next releases will be on user adoption. The two key areas will be the integration with Sharepoint and further development of storyboards, providing these with an Iphone look and feel. Currently storyboards can be downloaded to handheld devices which makes them ideal for people on the move.

What else caught my attention at the conference.

Eddie McDermott from New Balance (they make trainers and running shoes in the UK cheaper than in China!!) provided a very honest view of the journey they took both in the factory and in the office to improve efficiency. Using lean techniques was very successful in the factory but when they tried to apply these in the office environment they had lots of problems. The tools and techniques used on the shop floor just did not get adopted in the office environment. The breakthrough came when they introduced Control which enabled them to make the



information flows much more transparent, cross functional, and easy to follow. Using control provided them with the platform that could easily be accessed by the users and ensured the new processes were successfully adopted.

Ashley Cook from the Carphone Warehouse described his project as a teenage company learning to growing up. With over 800 retail outlets their problem was ensuring consistency in the way that staff operated and making sure that current best practice was being used across the business. This applied to both customer facing operations and support processes. What I found interesting about Ashley's presentation was the speed of the project, 400 core processes captured, deployed and adopted in 6 months!! Ashley was very honest about the adoption rate they had achieved and recognised that further work was required in this area, but where stores had adopted the new ways of working they achieved on average 125% increase in profit. Not a bad return on investment.

There were many other inspiring presentations and workshops at the conference including Balfour Beatty, Nestle, Marathon Oil, ING, Steria, Cisco, Sony. If you were not able to get to the conference and would like to view these presentations they are available to download from the [agenda page](#) of the Nimbus website.

If you would like to find out about making your business processes more efficient and sustainable contact Mark Pearce at mark@pearceconsult.com

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