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Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution

By David Hamme

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution, David Hamme, This Book is the Winner of The Shingo Research and Professional Publication Award! Drive sustainability and Growth with a Process Focused Enterprise. You can execute a world-class business improvement plan, but if its effects don't reach the customer - is it really of value? In this groundbreaking book, business innovation expert David Hamme reveals a powerful and proven method for connecting your company's value creation processes to customer-desired products - forging a direct link between strategic intentions and everyday business activities. The goal is to systematize innovation in your company - and Customer Focused Process Innovation takes you step-by-step through the details to accomplish this goal. With Hamme as your guide, you'll transform your organization into a Process Focused Enterprise - one in which organizational silos, command-and control management, guesswork, and information inadequacies cease to exist - and where intuitive, simplified, fact-based, customer-connected, efficient approaches are the rule, not the exception. Customer Focused Process Innovation shows you how to: Assess your current operational capabilities by visually depicting work streams and building a conceptual blueprint from your core value...



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