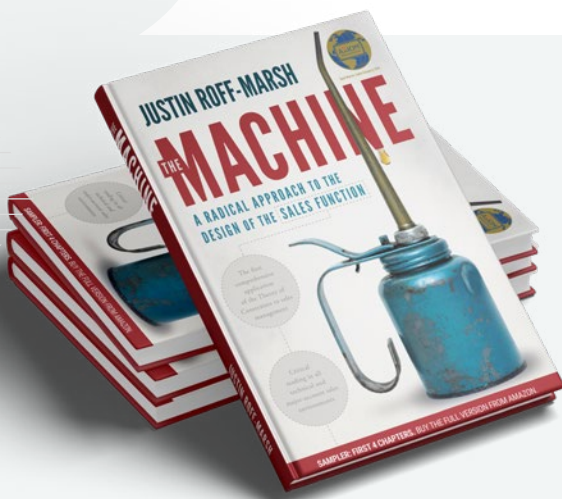


# Eight Uncomfortable Truths for Industrial Organizations

Update your organizational model and reignite growth.



## Intimate one-day workshop with Justin Roff-Marsh, Author of The Machine

This workshop will suggest that the standard business model for industrial organizations is outdated and uncompetitive. It will then present a radical new business model by way of eight uncomfortable truths. By the end of the day, Justin will help you to assemble a plan to restructure your organization around these new ideas, so as to:

- ✓ Develop a competitive advantage
- ✓ Earn good margins (now and in the future)
- ✓ Generate an above-market on owners' equity
- ✓ Generate increasing returns as you scale

### Investment

Ticket price includes 8-hour workshop, morning tea, working lunch, afternoon tea and refreshments. All prices are in the local currency.

\$349 Primary Delegate

\$249 Second Delegate

### Pework

It's advantageous to have read Justin's book, The Machine. If you haven't read it yet, you can read the first four chapters of The Machine here or purchase the complete book on Amazon.

It's also extremely beneficial to have read The Goal (Goldratt).

## About Justin Roff-Marsh

Justin is the author of The Machine: a radical approach to the design of the sales function and one of the leading thinkers in the Theory of Constraints community (think, The Goal).

Justin has been transforming industrial organizations on three continents for 27 years and he excels at stimulating debate and changing minds with a potent mix of logic, experience and humour.

Justin has presented workshops and keynotes to thousands of executives in North America, South America, Australia, New Zealand, Europe and the UK to 5-star reviews.





## Agenda

Registration is at 8am for a 8.30am start. The day typically finishes around 5pm. The following topics are covered with plenty of opportunities to ask questions.

### › The eight uncomfortable truths that Industrial Organizations must face.

Your senior management team won't like these truths. They won't necessarily argue that they are false, they just won't like the organization-wide implications of them. The good news is that your competitors' management teams will like them even less!

### › How to win in the new reality

Justin's formula is powerful but deceptively simple. The key idea is that you must first find a niche and peculiar set of commercial requirements that are ill-served by your larger competitors. Then, second, ensure that your organization participates in a hugely disproportionate percentage of the selling conversations that occur in your marketplace (relative to your marketshare).

### › Finding a winning segment and message to take to market

Justin will argue that most competitors in industrial supply all want to compete in the one general supply segment. This presents a tremendous opportunity to find an ill-served segment to exploit and build a powerful proposition to take to market.

### › Execution

This is easier said than done. Practically it requires a restructuring of your organization. The good news is that this restructure will provide several meaningful improvements in your operational performance. The best news is that Justin will give you a simple, seven-point plan you can follow to minimize risk and maximize speed of change.

### › The design of sales

You guessed it, a redesign of sales is required to enable a massive increase in the volume of selling conversations required to take your new proposition to market and out communicate your competitors' salespeople. Justin will show you how to build a program to generate up to 11X more selling conversations for your salespeople compared to what they're currently doing.

### › The integration of sales, operations and marketing.

The traditional relationship between sales, customer service, design engineering and marketing must be turned on its head. Marketing must generate sales opportunities on a just-in-time basis (they must subordinate to sales). Operations must become responsible for revenue. Sales must focus exclusively on growth. And the marketing department's sole purpose to provide a constant stream of opportunities to sales.

### › The role of management.

This transition is no walk in the park for management. And the new, high-growth business model will require a dramatically different approach to supervision. Like racecar engines, massive increases in efficiency come at the expense of greater fragility.

For more information visit [8-uncomfortable-truths.com](https://8-uncomfortable-truths.com)