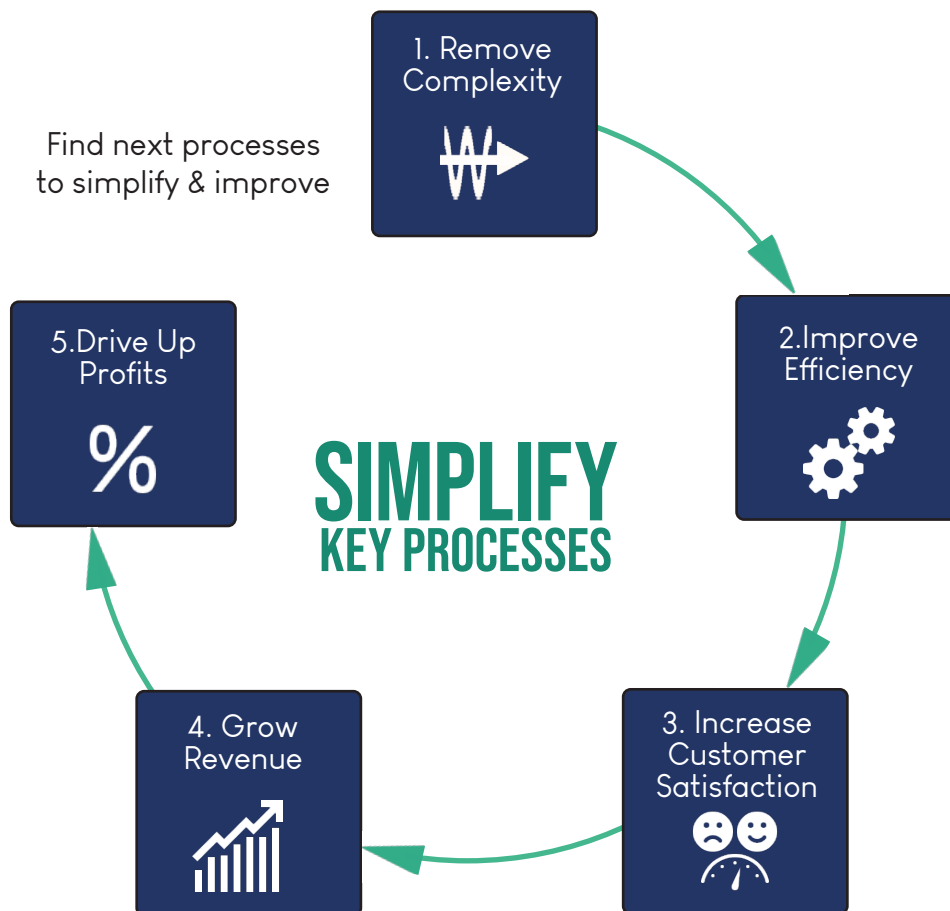


# PROCESS SIMPLIFICATION

## FACT: COMPLEXITY COSTS!

Simplify your business processes to improve efficiency, customer satisfaction, grow sales and profits.

Many businesses struggle with increased operational complexity, which ultimately negatively impacts profit. Processes are adapted and added to over time, to cover every eventuality or to deal with specific problems. Very often this could be in response to some customer, reporting, supply chain, or regulatory requirement; however, in many cases, this over-engineering adds little true value but eats up profitability. Put simply, complex, inefficient, or disruptive processes slow down your people, impact on service, and attract significantly higher costs.



In these challenging market conditions, customers are looking for new products and services with more convenience, shorter lead times, and more bespoke solutions to suit their specific needs. Businesses are also facing challenges at the other end, including supply chain disruption, increased regulation, and volatile material costs. To deal with all these issues businesses need to update their internal processes to create a more agile business environment, that removes confusion, provides clarity to their teams, and can operate efficiently and consistently.

It is therefore worth looking again at established processes with your team, to seek better and more streamlined ways of providing what your business and customers require, using the 5 steps set out on the following page.

# PROCESS SIMPLIFICATION

## 1. WHAT IS ACTUALLY REQUIRED?

Identify the true customer, supplier, or business requirements and categorise them (Must have vs desirable), and get rid of all unnecessary or false constraints.

## 2. MAP WHAT YOU DO NOW

Map your existing process steps, with each step detailed. A great way to do this is using post-it notes on a whiteboard, wall, or window, ideally using different colours to indicate who does what.

## 3. REDESIGN THE PROCESS

Now move the process steps around to streamline the process, remove complexity and meet the true requirements identified in step 1. Build-in any new requirements and remove unnecessary steps or double-handling. Ask what would happen if we removed this step completely?

## 4. REVIEW AND CHALLENGE

Review and challenge your proposed process improvement. Ask your team the following questions to identify how to make the process flow more quickly to remove any bottlenecks:

- What technology could make a significant improvement?
- What training is needed to make this work better?
- Do we need additional resources?
- What opportunities are there available to us with this more efficient process?
- What measurements can we capture that will indicate performance and efficiency?
- What would great look like? – Set some ambitious but realistic goals with your team.

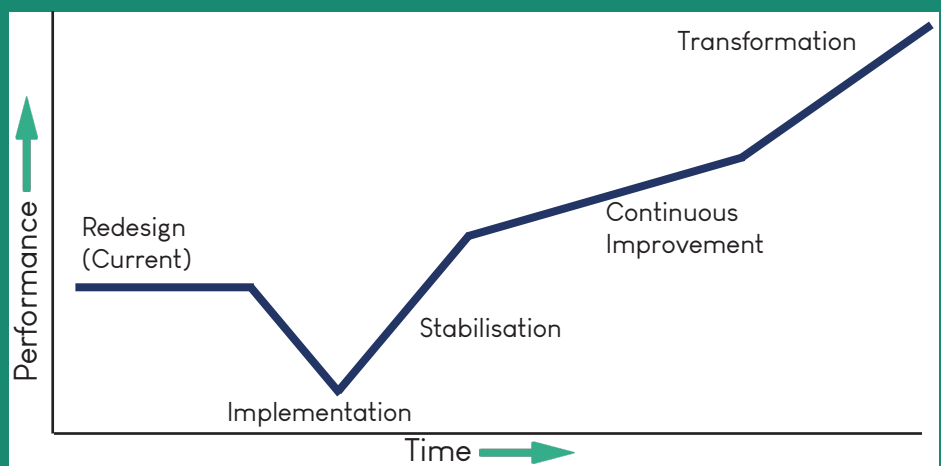
## 5. IMPLEMENT & MEASURE RESULTS

Document and implement the process changes, and measure and monitor the performance over time. Expect that initially, a changing process can appear less efficient, but as your team get familiar with this and see regular performance measurement vs your agreed goals. (Top tip: Make the goals and measurement visible to the whole team, and reward success).

### WHAT TO EXPECT & WHAT NEXT

Do not expect improvements on day 1. You can expect to see an initial dip in performance as this graph indicates.

Training and strong leadership will allow you to more quickly build to peak performance through the final states.



Even if you think things are running smoothly, I urge you to look again at other key processes, bravely challenge the status quo and unlock better performance, improved customer satisfaction, and bottom-line improvement. As Albert Einstein said “Any intelligent fool can make things bigger and more complex....It takes a touch of genius and a lot of courage to move in the opposite direction.”