

Bright IDEAS: Go with the Flow (*cash flow, that is*)



A variety of techniques and approaches have been used to reduce costs - from cutting headcount to technology solutions. Much of what is done is intended to reduce the cost of doing business. At the end of the day, are you really that cost efficient? Or, are cost reduction opportunities simply dwindling?

An ongoing analysis and discussion of 'value add' work suggests that over half of our time is still spent on non-value added work. Almost all popular approaches are focused on the non-value added work that we can easily see, which is usually only the tip of the iceberg. The significant difference happens when you take action on the rest of the iceberg, or the [root cause](#) of non-value added work. The benefits consistently fall in the 10% to 30% range (cost reduction). For [example](#),

- \$250,000 reduction of costs associated with invoicing
- \$100,000 in productivity gains
- 27% increase in transaction processing

Sound good? It may challenge our thinking and beliefs, but eliminating the root cause of non-value added work takes a fraction of the time with dramatically larger returns than just addressing the tip of the iceberg.

At Workflow Dynamics, we've been focused on the big picture and process optimization for over 10 years! To learn more, [contact us](#) today.

Some source material: Bennu Group

Memorable Quote:

"So what do we do? Anything - something. So long as we don't just sit there. If we screw it up, start over. Try something else. If we wait until we've satisfied all the uncertainties, it may be too late."

*Lee Iacocca
Former Chairman of Chrysler Corporation*

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