

March 2005



Memorable Quote:

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

Thomas Edison

BRIGHT IDEAS — Design the Dream

Step Two: DESIGN

Using the lessons learned during **Insight**, and incorporating your organization's strategy, marketplace conditions and competitive environment, you are ready to design a new workflow system. Care should be taken to ensure that the workflow not only supports the strategic direction of the organization, but fulfills your desired customer experience.

One goal should be to build commitment to a set of changes with participants, so that it seems like the *natural thing to do*. The benefits of this are:

- A higher commitment to implementation.
- People deciding are the ones who have to make it work.
- Greater local knowledge. People are intimate with the situation.
- More realism. People know what is doable and what will work.

[Click here](#) to see the benefits of a solid, well designed workflow system utilizing **IDEAS®**, the performance improvement method that *delivers advantage start to finish*.

Brought to you by the experts in Workflow Performance Improvement:



Workflow Dynamics, Inc. 1832 Rusticwood Lane, Suite B, Cincinnati, OH 45255
513-233-flow

[Email](#) or call Workflow Dynamics to learn how using [IDEAS®](#) can improve your organization's performance. Visit our [website](#) for more information. To unsubscribe, click [here](#).