

Business transformation in two steps

February 12, 2016.

Question

Why do anything?

Answer

The world has changed, and it is still changing, faster and faster. The usual economic growth that raised all boats is not happening any more. The situation has gone from a question about how much growth to survival or not. But luckily; there is a solution.

Question

How to proceed?

Answer

In general, there are five parameters you can influence:

1. **Sales growth:**

New products and/or services, growth fuelled by universal economic growth.

Status: Product development and innovation are all part of the daily efforts, so not much more to be squeezed out here. And the general economic growth does not look promising either.

2. **Physical resources effectiveness:**

Outsourcing, procurement strategies, production process enhancement.

Status: Another not-so-new area of effort, marginal return on effort expected.

3. **Blue collar (production worker) productivity:**

Outsourcing, production process enhancement, HCM programs (training, reorganisations).

Status: Yet another daily effort by the HCM department with declining returns on effort.

4. **Financial effectiveness:**

Financial engineering.

Status: The daily tasks for the finance department, "hygienic" as it is, a daily effort with minuscule results, still has to be done.

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5. **White collar (knowledge worker) productivity:**

Process innovation, remove non value creating "flow work".

Status: This is the big but forgotten area of opportunity. Knowledge work happens mostly in non-linear, unpredictable processes/flows, a kind of process where about 63% of the world's value creation happens. At the same time these kind of processes have only manual support - organisational hierarchies and management - that costs approximately 2/3rd of a knowledge worker's time.

Conclusion: 1 to 4 can only yield marginal returns, if any. It's in 5. the future lies, this is where you should focus today.

Question

What can be done?

Answer

Thingamy is uniquely and specifically created to deliver solutions that automates administration and large parts of management, thus freeing the wasteful "flow work". Thingamy offers a two step conceptual and (optional) implementation towards this goal:

A. Conceptual phase: 1 month, price TBD.

- i) **Kickoff:** Focus on radical new concepts and new opportunities.
- ii) **Analyse:** On premise group and one-to-one meetings to map situation in the context of the underlying new concepts. To generate new ideas and prepare for any eventual solutions implementation. Focus on purpose, essential for any organisation who wants to be purpose driven.
- iii) **Delivery:** A roadmap including specific findings, suggestions, advice, and mapping of potential returns.

B. Practical phase (optional): Terms TBD.

- i) If A. above works out well, and if you want to proceed, Thingamy will then proceed to convert the findings into a working draft MVP solution for hands on testing and iterative co-development.
- ii) Pilot using the developed MVP.
- iii) Full implementation at minimal disturbance and risk.
- iv) Solution delivered as a service.

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