



For Immediate Release:

TITLE: DESIGN FOR OPERATIONAL EXCELLENCE: A Breakthrough Strategy for Business Growth
BY: Kevin J. Duggan
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Achieve Operational Excellence and design your process to facilitate real business growth in any industry, in both healthy and unhealthy economies

One of the most highly respected authorities on Operational Excellence (OpEx), Kevin J. Duggan brings us a groundbreaking book that defines why companies embark upon continuous improvement - and the true answer is not to improve efficiency or eliminate waste! Founded on eight key principles, Duggan introduces a process that allows companies to continually grow by creating seamless operations that flow products and services to customers. This enables companies to leverage their operations for “*offense*” or business growth.

Duggan defines OpEx in a practical way and explains how it creates a *self-healing flow* – a new concept where employees in the flow see and fix the flow before it breaks down. To prime the thinking of OpEx, Duggan presents thought-provoking questions that, when answered correctly, prepare organizations to “make the jump” to OpEx. These questions include: How do we know where to improve? What causes the death of flow? Where will our continuous improvement journey take us?

Duggan also provides the design principles for robust flow in manufacturing, the office, and the supply chain that create OpEx. In addition to the methodology, Duggan provides three insightful case studies that have used this methodology to grow their businesses in a challenging economy. *Design for Operational Excellence* will resonate with business executives, lean practitioners, business process managers, and Six Sigma black belts.

Key Selling Features

- Duggan is a frequent keynote speaker, master of ceremonies, and panelist at global events including both the European and American Manufacturing Strategies Summit, the Australian Operational Excellence National Forum, European Process Excellence in Manufacturing, and Aviation Week’s Management Forum.
- Appearing on CNN, CNBC, and the Fox Business Network, Duggan explained how to create OpEx for business growth. Duggan has mentored executives from many major corporations including: Pratt & Whitney, Singapore Airlines, IDEX Corporation, United Technologies Corporation, and Parker Hannifin.



About the Author: Kevin J. Duggan is the founder of the Institute for Operational Excellence, the leading center providing training and resources on creating and sustaining Operational Excellence. Duggan is the author of *Creating Mixed Model Value Streams* and the lead author of *The Office That Grows Your Business – Achieving Operational Excellence in Your Business Processes*. He is also the president of Duggan Associates, an advisory firm that guides companies in implementing lean concepts to achieve Operational Excellence. A renowned speaker, author, and educator, Duggan’s twelve years of experience in Operational Excellence spans the globe from North and South America, Europe, Asia, and Asia-Pacific.

For more information, please visit: www.dugganinc.com, www.instituteopex.org, and www.mhprofessional.com.

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