

# PROFIT MAPPING: A TOOL FOR ALIGNING OPERATIONS



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A wise manager knows that success only comes with operational excellence that is properly aligned with strategy. The challenge is knowing what actions to take and when to take them-navigating without knowing the impact of your actions on the bottom line is a risk you can't afford to take. Profit Mapping delivers a forward-looking management decision tool that allows you to proactively navigate business strategy and execution. The authors exclusive ProFITMAP method is a navigation system for operations that has been used successfully with leading businesses such as Ford Motor Company and General Motors. It enables you to test the impact of any number of factors on operational execution-from product demand and mix changes to process and technology changes to resource limitations-prior to taking any action. ProFIT-MAP helps you make informed process and product decisions and reach your operational and product objectives by answering the following questions: Can it be done? Is it possible? If not, then what additional capabilities are needed? Will it be profitable? What is the impact of my particular decision across the product mix and the functional capabilities of the organization? How do I get to the desired future (the roadmap)? With ProFIT-MAP, you'll gain the ability to change strategic direction with agility in response to changing market dynamics. ProFIT-MAP also allows you to enhance your existing approaches (including Six Sigma, Lean Operations, and Balanced

Scorecard) by providing insight into which actions will be effective. Instructive strategic, tactical, and operational case studies illustrate its practical implementation. Applicable to more than 30 unique operational areas and usable from the front lines to the executive suite, Profit Mapping enables you to control your operational destiny and deliver on your strategic goals.

作者介绍:

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标签

管理

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