

## Agenda -- Day Two

### Responding to the Economic Meltdown: Delivering Genuine World Class Levels of Performance – Closing the Gap between Rhetoric and the Reality

- Part One: **WORLD CLASS:**  
*Why striving to be the best is even more important during difficult times.*
- What is World Class?
  - Doing it different or doing it better?
  - Learning from the best of the best – mini case studies of Four Seasons, Zara, IKEA, Amazon
  - The World Class Diamond – the critical importance of Operational Excellence, Strategic Fit, Capability to Adapt and a Unique Voice
- Part Two: **THE WORLD CLASS JOURNEY:**  
*The key lessons on how to implement improvement*
- The vital importance of becoming customer centric
  - The key population who need to be taken along
  - The need to “get out more” and be inspired by others
  - Why training (by itself) isn’t the answer
  - The Beckman Coulter Case – managing resources in a downturn
  - the Sharp Healthcare case study - how to close the communication gaps
- Part Three: **BEING HONEST:**  
*Why understanding that the difference between what we say and what we do makes us even more vulnerable in a downturn.*
- Customer centricity again – yes it really is that important!
  - Why we need a constancy of purpose even when all around us is changing.
  - Why this is an issue for the whole organisation.
  - How to organise improvement activities in a downturn.