



**WHY!**

*Clarify, Simplify and Achieve Your Vision*

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November 7, 2017

One of the things that first attracted me to the Entrepreneurial Operating System was the Process Component of the EOS Model. I've spent most of my career - nearly 25 years - teaching continuous process improvements using proven tools from the Lean, Six Sigma, Theory of Constraints (TOC) tool kits. What I found was most leaders and companies merely pay lip service to process improvements, but I also knew that the most successful ones embraced process as a way to be more efficient, effective, scalable and ultimately more profitable. I was in a jam on this, because doing the process stuff had fallen to the "good at / don't like" quadrant in the Unique Ability grid. In fact, I was really burned out doing it and I needed a solution for my clients and my sanity.

Michael Erath, at SMART Direction put together a service to help clients strengthen the process component. Naturally, I was a little skeptical that you could actually do all of the work that was suggested by his process in 2 days so, I called him up to learn more. He described it at a high level, I was comfortable and then spoke with Heidi Berger, Michael's colleague, who actually works clients through the 2-day process. She blew me a way with how the process actually works and I felt very comfortable presenting the solution to my clients as a trusted advisor.

About the same time I learned about Michael's process, I had a client in commercial construction that was working through the 3-step process documenter and I presented Michael's and Heidi's 2-day workshop to see if they had interest. The integrator that took the rock jumped at the chance to bring Heidi in for the 2-day workshop. As the client was able to bring their teams together, they were able to document ALL of their Core Processes in 2 days AND identify opportunities for future improvement rocks. Instead of taking a few quarters to document their processes, they jump started the process and now had all of their Core Processes in hand and able to work on "followed by all". They will get to mastery of the Process Component faster, allowing them to scale more quickly and achieve greater levels of profitable growth. It was phenomenal and they were blown away.

I keep a handful of Michael's fliers in my bag and when the opportunity presents itself I'm more than comfortable introducing my clients to Michael and Heidi. They are true professionals.

Cheers!

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