

Marketing Kit for Plant and Enterprise Wellness Consultants

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Marketing Kit for Plant and Enterprise Wellness Consultants

Introduction

The purpose of this kit is to give Consultant Licensees information to explain PWW/EWW methodology to prospective clients and describe its use and the benefits it brings to Users.

You have in your hands a methodology to change industrial performance to world class success. You can change a company's operating performance and help them reap new operating profits. You can do that for any company. The PWW/EWW methods give you tools to greatly improve your Client's operations, maintenance and business results.

Plant and Equipment Wellness (PEW) began as a methodology to create outstanding plant reliability. By identifying all causes of component stress and proactively preventing them (that is why 'wellness' is in the name) you produce outstanding machinery and equipment reliability. To put world class plant reliability into a company you need to change equipment usage and maintenance practices to world class reliability strategy and best quality behaviours. PEW introduces best strategy (using Reliability Growth Cause Analysis) and changes operations and maintenance behaviour to what is correct (with ACE 3T quality management). PEW is also called Plant Wellness Way (PWW) because with the methodology you follow a sure path to lasting reliability. The realisation later dawned on me that PWW was a methodology to create change and bring better behaviour and practises into any process of any business. With that awareness the name Enterprise Wellness Way (EWW) was coined and business process improvement became another offering to provide to your customers.

A Vision and Direction for Your Business

Creating lasting Operational Excellence is the purpose of the business community that you have joined. Your Consultancy is a vehicle to help your Clients improve their operating results to world class accomplishment. You can bring to Customers sure reliability growth, sure business process improvement and sure increase in operating profits. You can show Clients exactly what to do and you can make the changes that bring them vastly more operating success. I believe that you should benefit greatly from helping your Clients become wealthy.

In my mind's eye I see members of the PWW Network across the World partnering with companies to grow their business. You improve businesses and operations throughout your region with great consulting and training services. I dream of us planning, improving and running industrial operations. I see us eventually managing and running companies for a fee and a share of the profits. Why not, we have the tools and methods to identify exactly how to create outstanding reliability and build superior business processes guaranteeing world class results.

The potential for your business is stellar. In a hundred years' time LRS Global will still be here and your families will still be sharing in its rewards. I hope that in a thousand years a greatly better and more astounding version of LRS Global will be around and that what you build and grow today will continue to benefit you, your people and many Client businesses for a long, long time. You have joined a Community with a Vision to lead the World in its service provision so that its members and its Clients get lasting success.

Consultant Competence

You will need to know the methodology and practices of Plant and Equipment Wellness so fully that you can answer any questions from prospective Clients with confidence and certainty. Such a level of capability only results if you understand the methodology and can apply it well. There is much sense in viewing and knowing the online training videos so well that you can deliver a 2-day PWW/EWW training course. You ought to also practice the tools and techniques so you can use them surely to find the best solutions for your Clients. Where you are not certain please contact Mike Sondalini for explanations and more information.

Client Presentation Materials

In this marketing kit there are accompanying PowerPoint presentation slides, fliers and handouts. You can use and distribute the materials as you see fit and to modify them as you require.

Rapid Overview of PWW/EWW

Often prospects only have five minutes to talk to you. You need to get the concepts and benefits of PWW/EWW across to them fast. The entire methodology and its benefits can be presented in four PowerPoint slides. The first slide is shown in Figure 1, which collects together the methodology's analysis tools and shows the major business changes delivered by PWW/EWW.

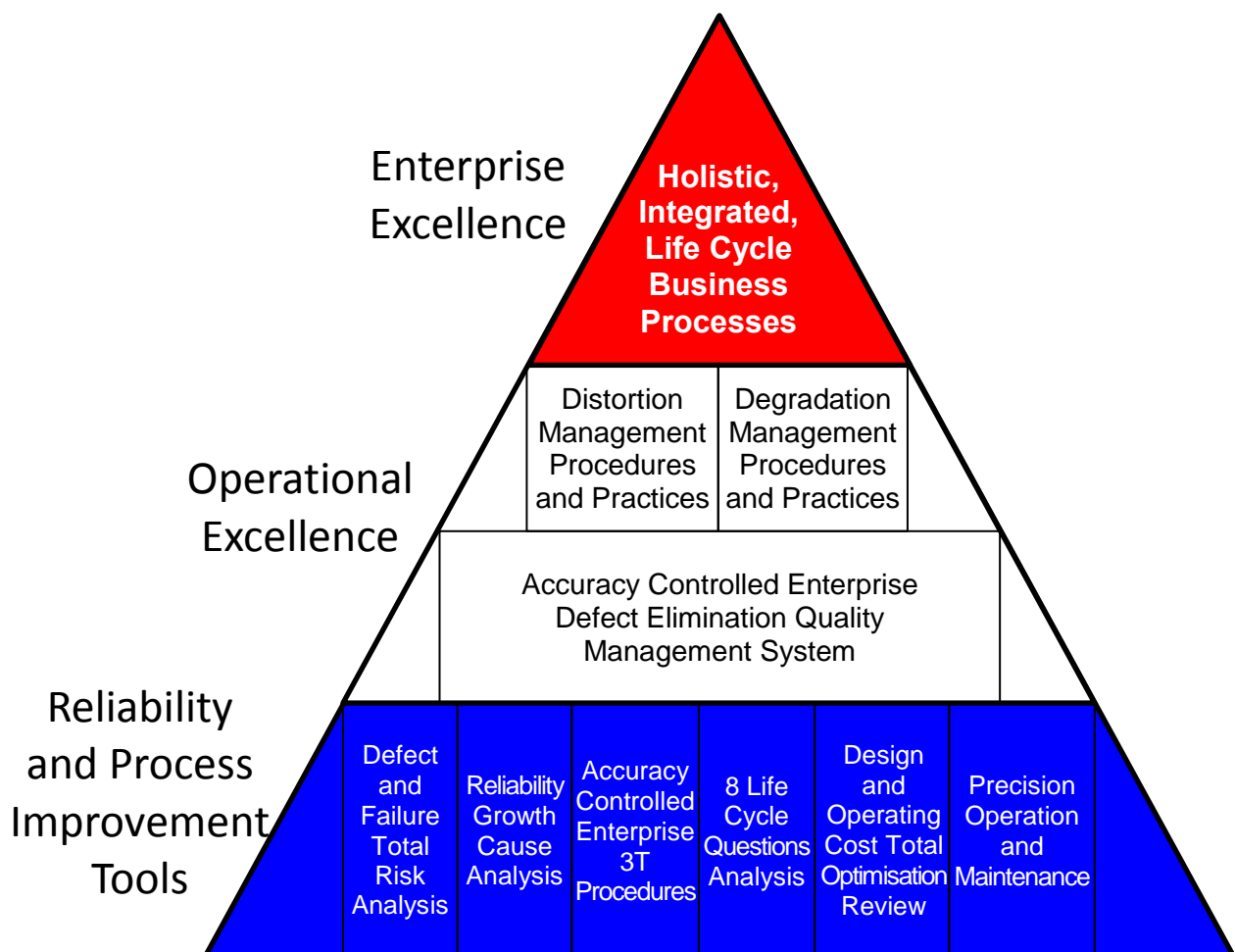


Figure 1 PWW/EWW Overview

Included in the kit are two short PowerPoint presentations on PWW/EWW—a high-level overview and an intermediate level summary. You will need to develop more detailed presentations if required.

It is easier to show how the methodology works pictorially than it is to describe it in words. Figure 2 shows performance curves before and after using PWW/EWW. The wide, low curve is historic distribution of performance—there is loss and excess that means lost operating profits. The tall, optimised curve shows performance distribution once PWW/EWW is used.

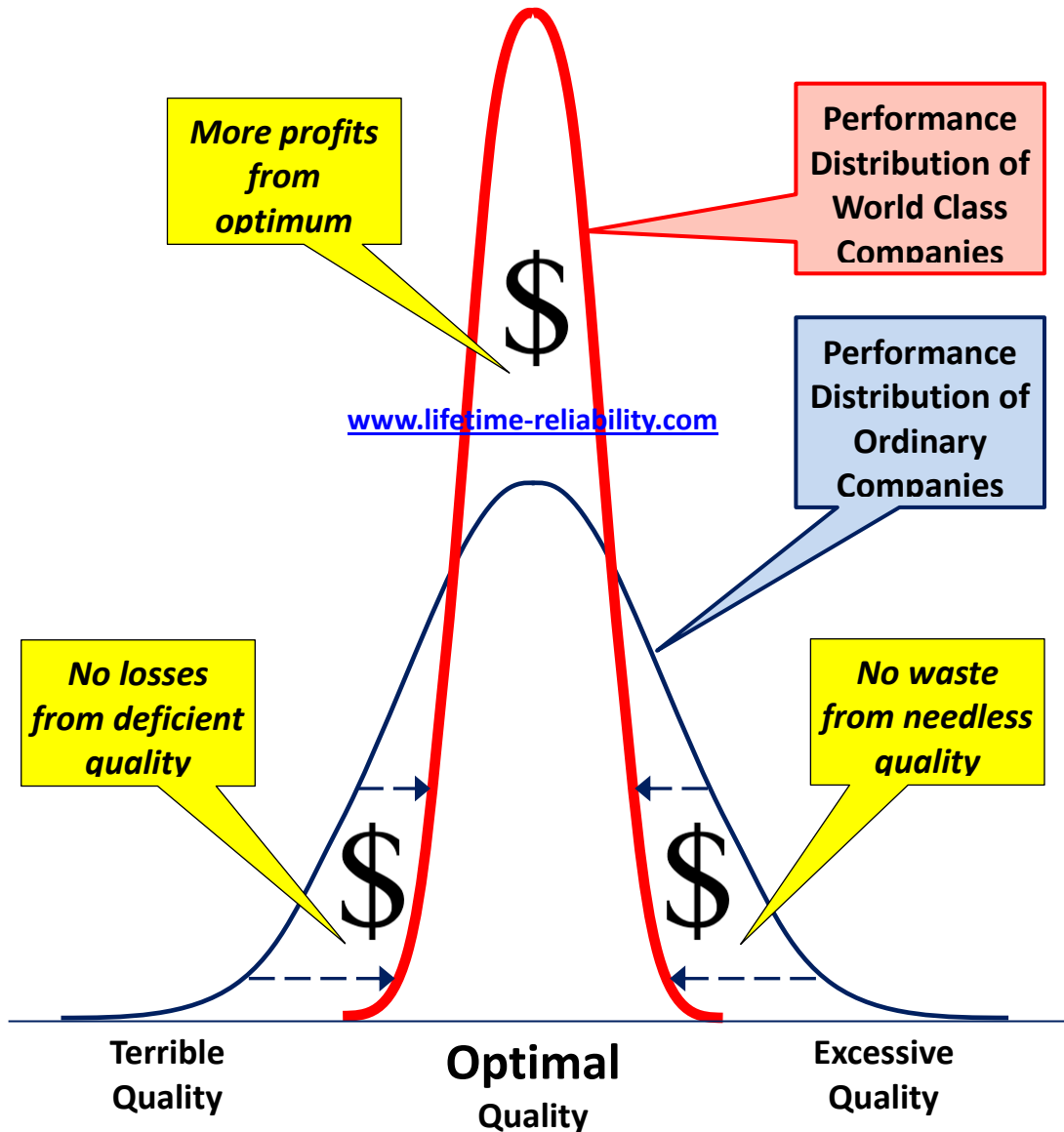


Figure 2 Before PWW/EWW and After Performance Distribution Curves

Figure 3 explains what the methodologies do to create outstanding performance in a business, in operations, and with plant and equipment reliability. PWW/EWW gives us tools to remove wasteful and loss making variation by changing company process performance to the most optimum possible with existing resources.

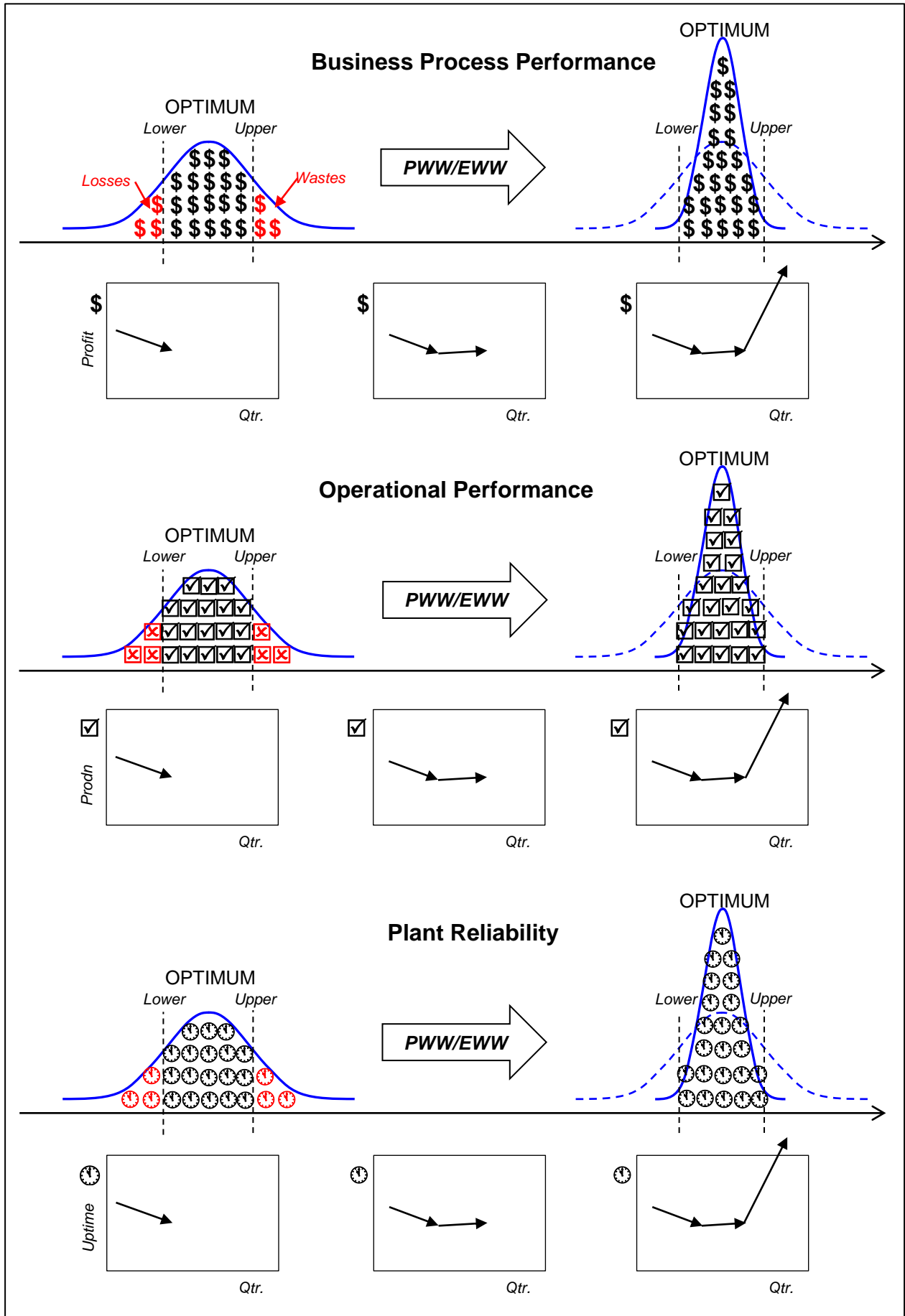


Figure 3 Changing and Improving Performance

Figure 4 identifies the three aspects of a business where PWW/EWW is used to make permanent improvements and bring lasting benefits.

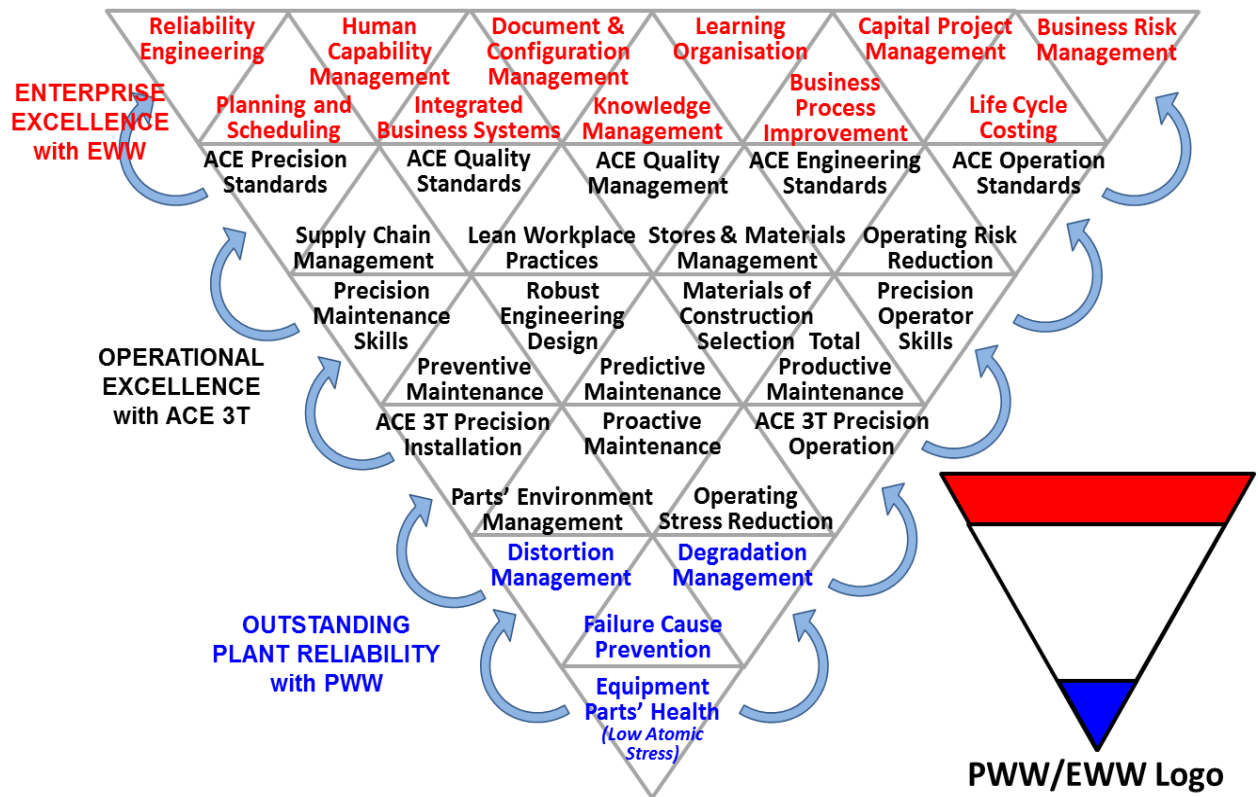


Figure 4 PWW Business Process Redesign Model

Profit Centred Maintenance

With PWW/EWW you have the methodologies to create sure reliability improvement and turn maintenance from a cost centre to a profit centre.

Operational Excellence

You have the tools to change operational practises and behaviours to generate maximum operating profits through Operational Excellence.

World Class Business Performance

Business processes are changed and improved with PWW/EWW so that optimal performance is guaranteed and then locked into place in the corporate management system.

The ‘Stress to Business Process’ triangle is intentionally oriented as you see it in Figure 4 to show that PWW starts by getting the basics of a business right and works its way up to include all necessary practises that bring world class performance to the business. The triangle logo represents the PWW/EWW methodology. A blue tip to signify low-stress plant and equipment that delivers outstanding reliability, a white middle band to indicate a healthy, well-performing operation, and a red top layer to represent a business fired with new energy, vigour and success.

At the bottom we analyse and redesign the operations and maintenance processes to get high reliability in the plant, machines and equipment. This translates into low maintenance costs and high uptime. With the required reliability creation practices now clearly known we build the necessary behaviours into the Operations and Maintenance processes. The right practises are installed into a company's standard operating procedures with the Accuracy Controlled Enterprise 3T (Target-Tolerance-Test) method. From the Operation procedures all necessary improvements and integrations are extended throughout the Company into other departments and functions. We also take needed changes into Supplier and Vendor processes to properly control the interactions between the Company and its external parties. The Business becomes a world class performer because its processes are designed and built to deliver world class performance.

When PWW/EWW is installed into a Business you create an integrated, life-cycle, business-wide system designed from the ground up to deliver world class performance and results. Moreover, with the ACE 3Ts in place in daily work behaviours and practices you imbed the right culture into the Company. With the right culture in place you can forevermore produce outstanding performance and results.

Marketing Process to Gain New Clients

Every Licensee faces unique market situations when trying to build their business. Cultural differences, geographic differences, economic differences, regional historic factors and personal situations impact every Consultant in numerous and various ways. Nonetheless, there is an underlying marketing process that can be followed by a Consultant in promoting their business and finding Clients. Listed below are key factors to consider when seeking Clients.

Demand Creation for PWW/EWW Users

PURPOSE: Find Clients who want Operational Excellence and have the capacity to achieve it.

- Potential Customers:*
- Have a strong desire to become a better business
 - Gain clear operating profit benefits from Operational Excellence
 - Get large reduction in operating costs
 - Are willing to spend on 'bow wave' costs
 - Are cashed-up to spend on 'bow wave' initiatives
 - Are fed-up with 'fad of the month' solutions
 - Prepared to make a lasting commitment to use PWW

Who are these People?

Board Members, CEO's, Executives, Owners

- Customer Attributes:*
- Risk adverse
 - Fill leadership roles
 - Hold governance positions
 - Take both short term and long term business success focus
 - Expect clear value contribution from investments
 - Seek to gain maximum benefit for business and recognition for self
 - Want to quickly catch the competition and then stay in front
 - Innovators and early adopters

Marketing vehicles include:

- Our website
- Our webinar / video
- Our training courses
- Niche industry search engines
- Industry mags/papers
- Business News pages
- Direct mail post
- Email blast
- Public meetings
- Consulting Accountants / Lawyers
- Other Businesses with same Prospects
- Chamber of Commerce
- Management Associations
- Industry Associations
- CEO Associations
- Rotary, Apex, etc.
- Our LinkedIn page
- LinkedIn groups
- Our Facebook page
- Conference/ Seminar
- White Pages
- Yellow Pages

A flowchart that applies to finding Clients who will commit to Plant Wellness Way is shown in Figure 5. It is a marketing process to adopt and modify to suit your circumstances.

Some Marketing Honesty

Do not expect to get new Clients easily. Every company you approach has its own systems, processes and methods which they have built over the years. They have existing suppliers and providers whom they are happy to continue using. They will not accept that you can do their business better than they can do it; even with PWW/EWW to help you. Your best chance to get work is to offer consulting and training services that help them to better do what they now do. Let them know of PWW/EWW, but start by assisting them to improve their current business and do not try and change it (unless asked to do so).

Every time an opportunity arises you should trial PWW/EWW methods to solve Client problems. You want to build hard evidence through case studies that PWW/EWW produces superior results than by current methods. It is only by observing real evidence of greater successes than what Clients could have got for themselves that they will want to use PWW/EWW in their businesses.

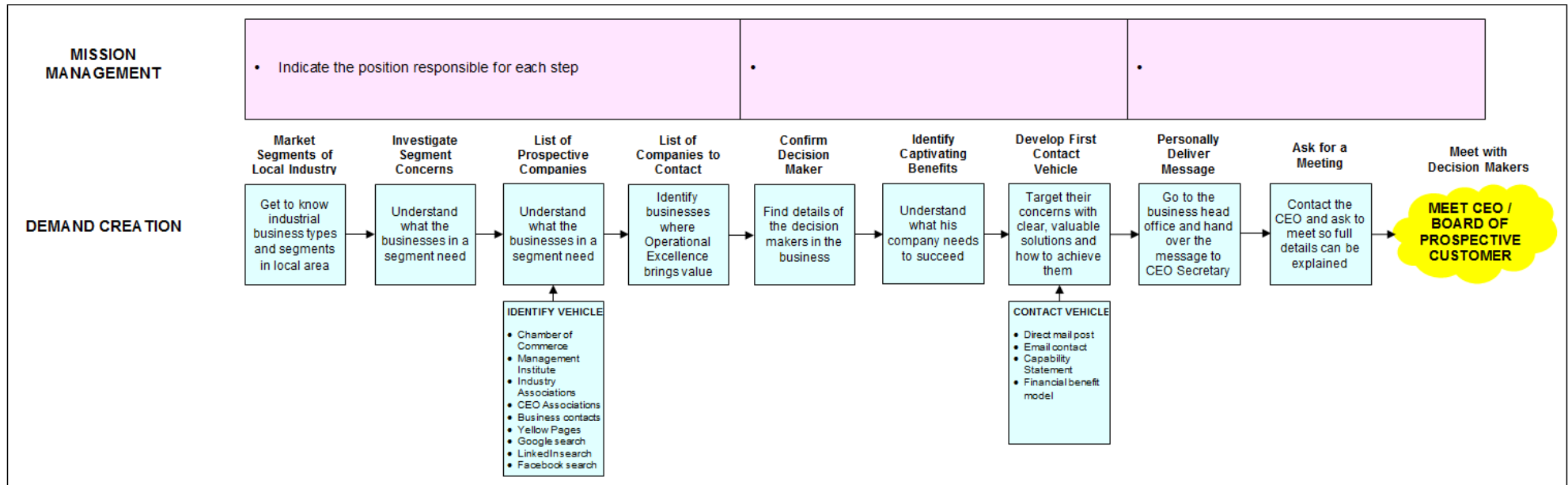
Get as many opportunities to use PWW/EWW as you can to build your library of winning assignments. Develop the real case studies you need as true evidence of success to show others. Do not ask for exorbitant fees—price fairly to get the job and then work hard at using PWW/EWW tools so you make your Clients successful and you get great case studies to show prospective clients in future. You will make good money and more from your earnest efforts because you will get the reputation for producing excellent solutions that improve businesses. Eventually Clients will come and ask for your help since they will only want to work with the best people to solve their problems and improve their operational performance.

When selling your services talk to the people that have authority to appoint you.

Do not expect your LRS HQ webpages to bring you much work. You will go out of business if you use your LRS HQ webpages as the only marketing vehicle to grow your business. The webpages are there to prove to the world that your business exists. Get to work marketing your own business in your region urgently and consistently. PWW/EWW is a methodology you have licensed from LRS HQ. LRS HQ cannot make your business successful. That is your responsibility. You must get great at marketing your business to your prospects. LRS HQ will provide what help it can, but only you can sell your business services to Clients.

Identify Prospective Company to Use PWW Process

PURPOSE: Contact CEOs, Boards and Owners to introduce PWW methodology for achieving Operational Excellence in their Operations.



Process Steps	Market Segments of Local Industry	Investigate Segment Concerns	List of Prospective Companies	List of Companies to Contact	Confirm Decision Maker	Identify Captivating Benefits	Develop First Contact Vehicle	Personally Deliver Message	Ask for a Meeting	Meet with Decision Makers
Effect of Total Failure	☹	☹	☺	☺	☹	☹	☹	☺	☹	☹
TARGET	Clearly differentiated industry segments e.g. clothing manufacturer	Graded list of top issues in each segment	List of companies located within 30 minute distance	Short list 10 companies PWW greatly improves	Correct name and title: Address of their actual office: dates in office	Fully developed proposal for individual company from using PWW	Professional report and letter specifically targeted to business leadership	Hand proposal and business card to CEO Secretary	CEO Secretary rings for a meeting	All Board, CEO, Executive and Owner present at meeting
TOLERANCE	Segmented by industry type e.g. manufacturing	Prioritised list of top issues in each segment	List of companies located within one hour distance	Short list 10 companies PWW is a valued improvement	Correct name and title: Corporate office address	Generic proposal tailored to individual company from using PWW	Professional report and letter with clear business value from PWW	Hand proposal and business card to Receptionist	Contact CEO secretary to arrange a meeting	Either majority of Board, or CEO and Executive, or Owner and Executive present at meeting
TEST	Businesses listed by defined segments	Top three driving factors of a Segment clearly identified	Can easily and quickly attend on-site meetings	PWW clearly increases company operating profit	Complete and correct contact details	Clear benefits and obvious extra profits identified from PWW	The CEO and Board identify clear value	Proposal must get to CEO, Board or Owner	Must meet with CEO, Board or Owner	Two from CEO, Board, Executive or Owner present at meeting
RISK ASSESSMENT Risk = Consequence x (Opportunity x [1-Chance of Success at each Opportunity])			No relevant industry segments within range	Not enough companies on short list	Decision maker cannot be found	Benefits are not appealing	Not easy to read proposal and understand content	CEO does not read the proposal	Company Executive does not see worth in meeting	Information overload
			No viable companies within range	No clear benefit for company by using PWW	Decision maker does not want contact	Wrong benefits identified	Financial benefits and value not obvious	Proposal sits in the secretary in-tray	Cannot arrange mutually suitable time	No decision makers attend
						Insufficient benefits presented	Poor presentation gives bad impression		Meeting duration is too short	Do not address key concerns and issues
						Too unbelievable				Poor quality content in presentation
RISK CONTROLS						Does not address real needs				Bad vibes from Attendees

Figure 5 Marketing Process

Consulting Process for Client Assignments

There are typical processes to follow when Clients request your help. The process adopted depends on whether the assignment is for reliability improvement or business process improvement.

Applying Foundational Concepts

Equipment Reliability Improvement Assignment

Machines fail because their parts fail. Stop parts failure and machines are reliable. In a reliability improvement assignment you look for ways to make machine parts highly reliable. All improvement in the reliability of existing equipment begins with the parts bill-of-materials to identify those parts under stress, i.e. the work parts. We then identify how to create the least stress conditions for the working parts so that outstanding machine reliability becomes a natural consequence.

Once parts' health requirements are known we specify them in the company's engineering standards. From the standards we build the necessary life cycle practices into engineering, procurement, operating and maintenance behaviours by changing applicable procedures to specifically include the right practices and measures. When the procedures are written they are drafted with ACE 3T requirements. Finally, any deficiencies in knowledge and skills in the Company and its people are addressed through appropriate training. Incumbents in a position are taught to perform to the ACE 3T standard. Figure 6 shows the steps for reliability improvement.

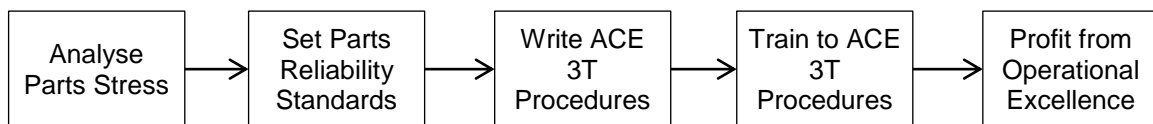


Figure 6 Steps in Reliability Improvement Assignments

The Plant Wellness Way (PWW) is a reliability improvement methodology designed to identify how to increase the reliability of plant and equipment. The PWW steps to follow to identify equipment reliability improvements and then install the new practises are:

1. Each item of plant is first assessed and rated for its Criticality to the Client operation.
2. Equipment of unacceptable risk is then investigated to understand how failures could arise. In equipment-at-risk each working part's materials-of-construction are analysed for all stress raising situations leading to its failure e.g. overload, fire, misalignment, human error, contamination, etc.
3. For each high stress scenario identified a risk assessment of the consequences and likelihood of a catastrophic failure is plotted on a risk matrix.
4. Operation and maintenance risk abatements are developed for each high stress raising scenario.
5. The impact of each risk abatement activity to reduce stress (thus increase a part's reliability) is plotted on the risk matrix.
6. The sum of the risk reductions from the risk abatements takes the part to a residual level of risk. Once the risk has fallen to ALARP levels the analysis ends.
7. The risk abatements are then added to the appropriate operating and maintenance processes and procedures using the ACE 3T method of procedure writing.

- Persons in the Client’s business involved in delivering the risk abatements are trained in the necessary ACE 3T practices, skills and measurements.

Business Process Improvement Assignment

We improve Client business performance by improving their business processes. The current design of a Client process is drawn up as a process flow diagram. A baseline is then established of current performance. Historic performance data is used to develop performance distribution curves. The curves show the extent of process variation. Wherever performance distribution is wide there is great opportunity. The causes of the variation are investigated by analysing the distribution of variation in each process step and finding the causes of step volatility. Once the causes are known we develop better process step methods and practices that remove the volatility. If necessary we design new processes.

With the new solutions known we model the financial impact of the new changes on current process performance using the LRS incremental risk matrix. The risk matrix identifies the quantum of moneys expected from instituting the changes into the Business.

Once the necessary process requirements are known we specify them in the company’s standards. From the standards we build the necessary life cycle practices into corporate, human resources, engineering, procurement, operating, and maintenance behaviours by changing applicable procedures to specifically include the right practices and measures. When procedures are written they are drafted with ACE 3T requirements. Finally, any deficiencies in knowledge and skills in the Company and its people are addressed through appropriate training. Incumbents in a position are taught to perform to the ACE 3T standard. Figure 7 shows the steps for business process improvement.

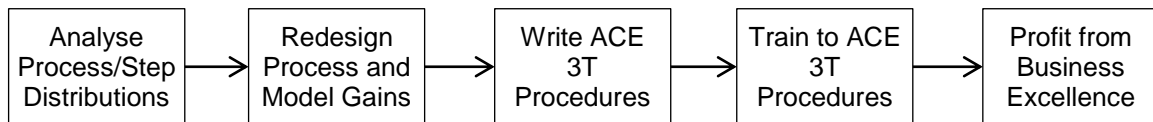


Figure 7 Steps in Process Improvement Assignments

The Enterprise Wellness Way (EWW) is a business process improvement tool used to optimise business processes. You analyse a business process for its effectiveness, identify improvements and determine the financial worth of making changes. Business processes are changed to have less business risk thereby generating more operating profits from reduced costs and wastes. The EWW steps to follow to identify process improvements and install them are:

- Draw the flow chart for the business process and identify all its process steps.
- For each process step determine a measure that reflects its outcome, e.g. throughput per time period, cost per unit, work per man, etc.
- Plot each step’s historic range of outcome distributions for a suitably long period of time.
- Calculate the value of the losses for step performance away from the optimal zone.
- Identify the changes to be made in a step’s activities to produce optimal performance.
- Include the changes into the step operating procedures using the ACE 3T method of procedure writing.
- Persons in the Client’s business involved in doing the step activities are trained in the necessary ACE 3T practices, skills and measurements.

A Road Map to Use PWW/EWW in Your Business and with Clients

It is demanding and scary at the start of building your business.

With the aim of giving you some focus as to what to do with your PWW License to build your business, Figure 8 shows a visionary road with business milestones to reach. First is your own education in PWW/EWW. You will have one chance, and one chance only, to impress new prospects. When you visit potential clients you need to know the answer to their questions before they are asked. If you do not answer confidently and accurately you will not get their business. If you want to sell PWW/EWW you need to know PWW/EWW very well. You can of course use each client presentation as a chance to learn and practice your sales technique. There is nothing wrong with that as a way to become trained in sales content delivery, but you will not get much work until you can convince people to try you.

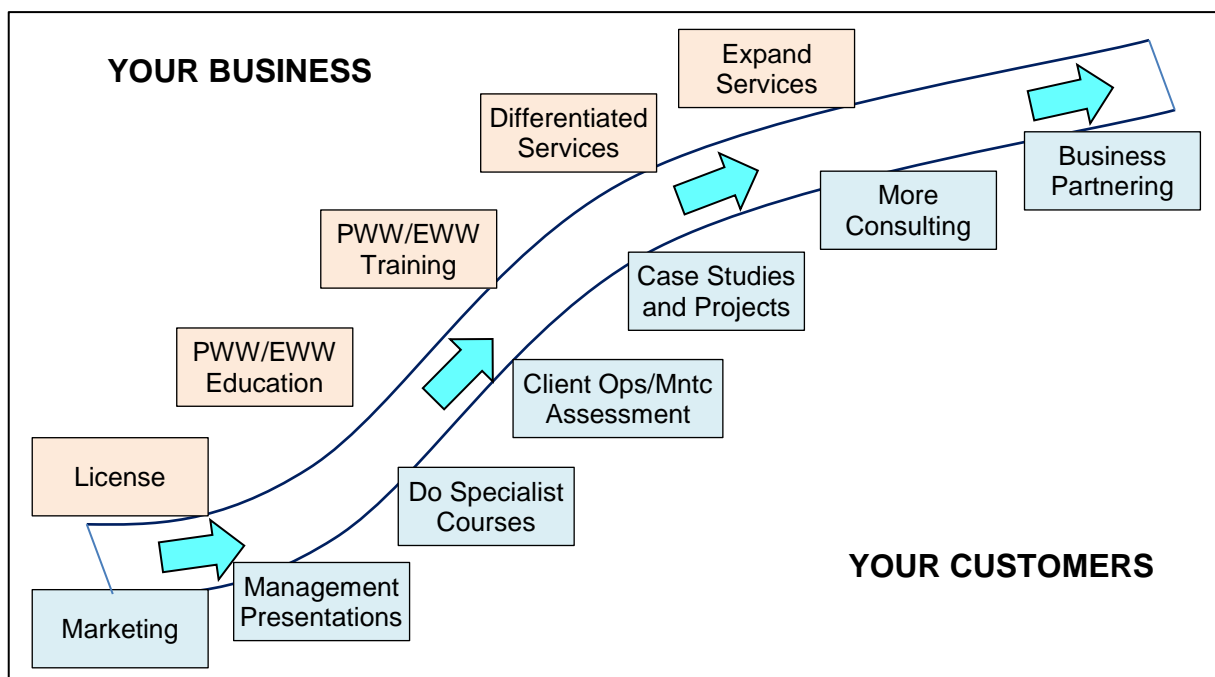


Figure 8 Chart a Map for Success with PWW/EWW

You have seen great potential in PWW/EWW and have taken a License to use it. There are phenomenal opportunities ahead for you, but it is you who must turn opportunity into business. I hope that this marketing kit gives you the understanding and information to grow your business with PWW/EWW more quickly and more successfully.

Mike Sondalini Story

When I started Lifetime Reliability Solutions (LRS) I was 49 years old. I left an employed position as Maintenance Manager and started a Maintenance Consultancy. I could see a better way to do maintenance that would bring sure reliability improvement (it is why the business name is Lifetime Reliability). During the prior years I had started six or seven business ventures. None had worked. But I did not want to end my life wondering if I could have been as wildly successful as I dreamed I could be. I did a consultant business plan. The obligatory SWOT was covered and I modelled my projected costs and income. I got it reviewed by two friends who had successfully been in business for years. The plan excited no one else but me, but it sure did excite me greatly. I had saved a year of income in the bank to live on while I built the business.

The first month I got two weeks consulting through a friend on a project where his Employer needed additional resources. Then work stopped. I painfully learnt that Perth had plenty of maintenance consultants and did not need another one. I had been naive. My business plan was based on hopes and wishes and was not the business reality check that it should have been.

I did not want to give up again. I looked at my skill set and found that it had three aspects: asset maintenance management, process improvement and training. I began searching for consulting work on www.seek.com, a job advertising website in Australia. I got subcontract consulting work via Skilled Engineering, a labour hire provider, doing process redesign and improvement at a Perth manufacturer for six weeks. It was less than the day rate I wanted, but it was interesting and I did a great job. I got more subcontract work off the Seek website during the first year.

In the first year I built up the LRS website and it began attracting inquiries from overseas training providers to do maintenance training courses. I took as many training opportunities as I could. In the process I built a couple of dozen 2-day and 3-day courses covering Lean, Asset Management, Maintenance and Reliability Improvement. Once I had the course materials I began running my own maintenance courses in Australia. I would also speak for free at Australian maintenance conferences and seminars. I wrote articles and submitted them to Australian industry magazines for publication. For the next three years presenting training courses was my main income source. By my fifth year in business I was well known in Australia and was getting inquiries to do in-house training from the big mining companies. I started selling my course materials and publications via the LRS website. They are not strong sellers, but they produce a little extra income. It was not a big stretch to offer the same courses as online distance education. These also are not big sellers but they are another income stream.

It was four years into the life of LRS when I decided to write about what I knew was a far better way to do maintenance—a way that produced fantastic reliability. I had conceptualised Plant Wellness in my employee days, but was not able to deliver it through LRS since no one used my maintenance consulting services, they only used my maintenance training courses. I had always included the Plant Wellness concepts in my courses and I knew from the reaction of those attending that I was onto something big. The Plant and Equipment Wellness book lays out the early thoughts and concepts of PWW. After publishing the book I decided to license the PWW methodology and put ads on the LRS website inviting interested persons to take a license.

The LRS website was changed to be a global focus so it was relevant to all persons who wanted to be Licensees. I built a new website specifically for my Australian business. The Australian site regularly brings in process improvement consulting work. Today LRS is into its eighth year of operation. My focus has changed from building the LRS business to helping Licensees grow their businesses. I still am not wildly successful but I have never been happier. Every day I still see the huge, massive potential ahead. Every day I look for ways to make it real.

My best regards to you,

Mike Sondalini
Lifetime Reliability Solutions HQ

P.S. When the day comes that you feel comfortable adding your story to this kit, please put it on a page and send it to me to be included in the next revision of the kit for new Licensees to read.

APPENDIX: List of Marketing Kit Contents

1. This PWW/EWW Marketing Kit for Licensed Consultants
2. PowerPoint Presentation: Rapid Overview of PWW/EWW
3. PowerPoint Presentation: Summary Overview of PWW/EWW
4. Range of marketing handouts
5. Various PWW/EWW logos
6. Range of LRS Business Profiles

LRS HQ will provide additional marketing information on request from Licensed Consultants.