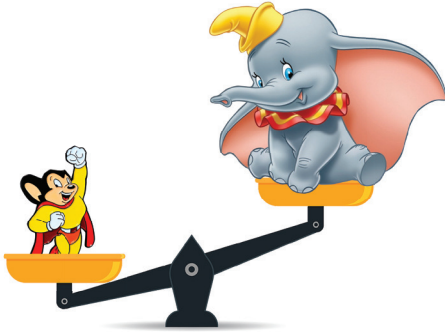


## PARETO BUSTING WORKSHOP SERIES



Inequalities are a fact of life. Gold is not found everywhere, but if you know where to dig you can become rich. Pareto Busting is an exploration into the inequalities surrounding your business. Some customers are more profitable than others. Some products or services command higher margins. Some processes create value while others add little or no value. Some decisions and activities position you for market-beating results while others cause you to lose your relevance in the marketplace. We will explore all these gold mines in Pareto Busting!

### SESSION 1: TREATING UNEQUAL CUSTOMERS UNEQUALLY

- Looking for inequalities and asymmetry
- 80/20 your bottom line
  - ~ 80/20 customers by volume
  - ~ 80/20 customers by profitability
  - ~ 80/20 products/services by volume
  - ~ 80/20 products/services by profitability
- Are you able to treat unequal customers unequally?
- Insights and action steps

### SESSION 2: KILLING NON-VALUE ACTIVITY

- 80/20 your value chain
  - ~ 80/20 key processes
  - ~ 80/20 suppliers
- 80/20 your competition
  - ~ 80/20 who you beat
  - ~ 80/20 when you beat them
  - ~ 80/20 where you beat them
- Insights and Action Steps

### SESSION 3: OPTIMIZING YOUR TIME AND YOUR BUSINESS MODEL

- Removing interference
- Time planning and blocking
- 80/20 your business model
- What business model is right?
- 80/20 your 80/20
  - ~ What are your most valuable moves?
- Insights and action steps



**January 19**  
**February 16**  
**March 16**

**Midland Hills Country Club**

2001 Fulham St., Roseville MN 55113

**8:00 am – 12:00 noon**

Breakfast included