



TIP OF THE WEEK

August 28, 2007

In his book "Good to Great" Jim Collins recommends starting a "stop doing" list. What a simple, great idea. Why don't you sit down today and write a few things that you personally do or that your organization does that add little or no value. A non-value-added activity is something that takes time, but for which customers are unwilling to pay and which, in the long run, doesn't add anything to your group. An example, running a report no one reads. Or having a meeting where little gets accomplished. So create a stop doing list and then ask the people who work for you to find a couple of things that they do that they ought to stop doing as well.

Good luck. Work **ON** your business. Stay in touch.

The Markens Group

Ben Markens

51 HOLLAND

AVENUE

WESTFIELD

MASS

01085-3730

[413] 562.8405 FAX [413] 562.8406