

Managing Sideways

How can we measure up to 21st Century performance standards?

All organizations are under heavy pressure to perform. And incremental gains won't keep us competitive.

To become an "alpha company"—one of the brightest stars in our competitive constellation—we must achieve major performance breakthroughs.

Managing Sideways hits us with the ground rules—

- Shift the work perspective from vertical to horizontal.
- Strengthen the corporate energy level.
- Shoot for the competitive triple play: "faster-better-cheaper."
- Start managing the *white space* on the organization chart.
- Spend more time fixing the system instead of trying to fix the people.

One of today's most powerful change strategies is the shift to a process-driven approach. *Managing Sideways* gives us a chance to achieve dramatic gains—*simultaneously*—in speed, quality, and cost.

P R I T C H E T T
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