



7 Barriers To Manufacturing Success

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3D Printing.
Smart Manufacturing.
Robotics.
IoT.
And now AI.

The Speed of Change has Changed.

The 7 Barriers to Manufacturing Success

1. Not Modernizing Internal Tech Infrastructure.

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**“Our biggest challenge is the time zone difference.
In New York, it’s 2:45 but at our headquarters it’s 1974.”**



Directory # Directory Title Directory # Directory Title

- | | |
|---------------------------|--------------------------------|
| 1 - Accounts Payable | 14 - General & Administrative |
| 2 - Accounts Receivable | 15 - Inventory Control |
| 3 - Assets | 16 - Invoice Processing |
| 4 - Bill Of Material | 17 - Mail Lists |
| 5 - Cash Disbursement | 18 - Month End & Year End Runs |
| 6 - Cash Receipts | 19 - Order Entry |
| 7 - Memos / RMA | 20 - EDI & Miscellaneous |
| 8 - Collections | 21 - Production Control |
| 9 - Customers | 22 - Purchasing |
| 10 - Daily Runs | 23 - Receiving |
| 11 - File Maintenance | 24 - Sales Analysis |
| 12 - Financial Management | 25 - Vendors |
| 13 - Games | 26 - Warranty / Intercompany |

27 - Index & On-Line Documentation

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Technology is a Major Growth Driver

- Cost Reduction
- Quality Improvement
- Communication Efficiency
- Recruit Gen Z Effectively
- Transparency of Information
- New Insights on Customer Behavior
- Better Visibility to “Leaks in the Bucket”
- Reduce Risk

2. Not Changing Internal Cultures.

“This is how we’ve always done it”

“Don’t rock the boat”

“Don’t make us look bad”

“Things don’t change around here”

“Keep your head down”

“Just do what they ask you to do”

Creating a Customer-Centric Culture

Identifying Customer Needs

Building Customer Engagement

Capturing and Using Customer Feedback

Embracing Continuous Improvement

Investing in Your Employees

Creating a Customer Mission

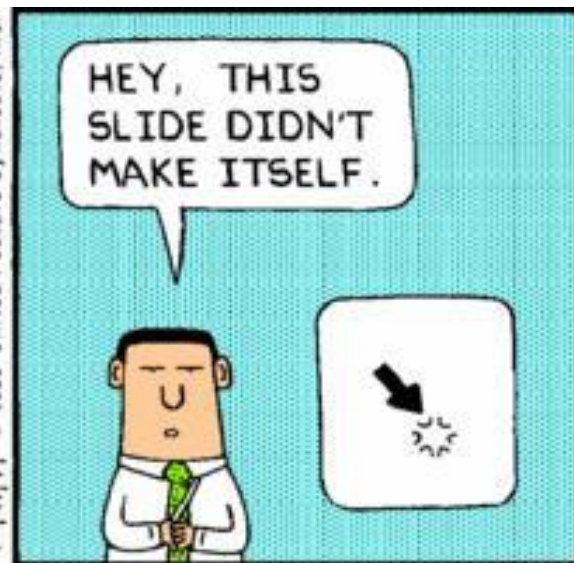
*3. Not Expanding Business Acumen of
Middle Managers.*



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Strategy vs. Tactics

Foresight vs. Reaction

Adding Value vs. Delivering Product

4. Not Effectively Securing Talent.



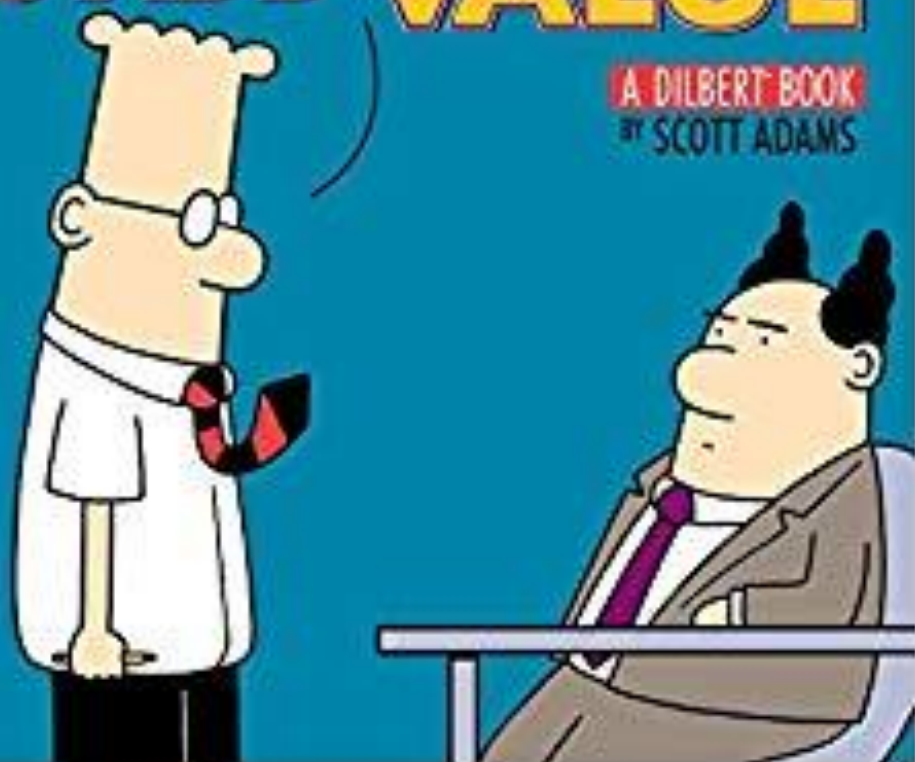
Differentiation Beyond Money

- New Recruitment Strategies
- Supporting a Forward-Thinking Culture
- Investing in Modernized Facilities
- Continuing Education Programs
- Cross-Training Opportunities
- Investing in Technology
- Investing in Innovation
- Building a Strong Brand Identity

5. Not Shifting From Order Filling to Value-Adding.

DILBERT **THIS IS THE PART
WHERE YOU PRETEND
TO ADD VALUE**

A DILBERT BOOK
BY SCOTT ADAMS

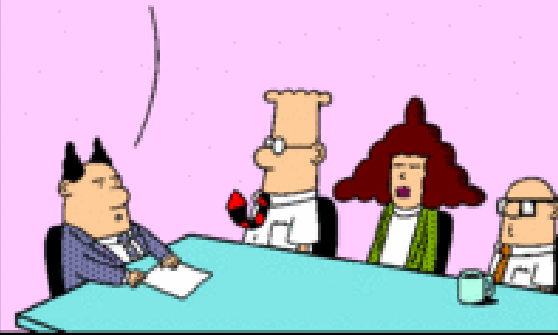


Adding Value Beyond “Delivery”

- Reducing Customer’s Risks
- Redefining “On-Time Delivery”
- Improving Performance of Customer Products
- Reducing Customer’s Costs
- Predictive Customer Service & Sales
- Customer Inventory Management
- Product Monitoring & Engineering

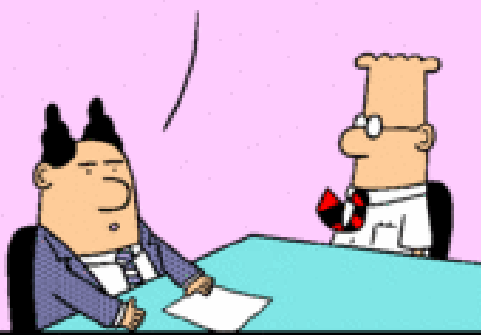
*6. Not Understanding and Leveraging
Marketing.*

WE CAN'T
COMPETE
ON PRICE.



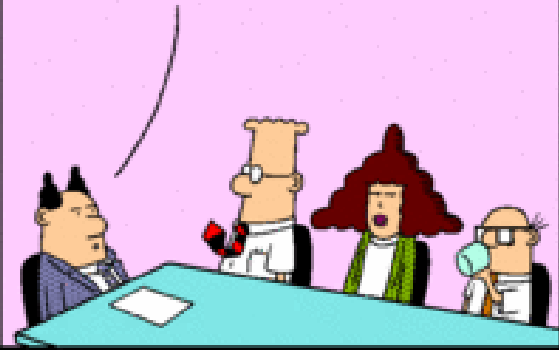
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WE ALSO CAN'T
COMPETE ON QUALITY,
FEATURES OR SERVICE.



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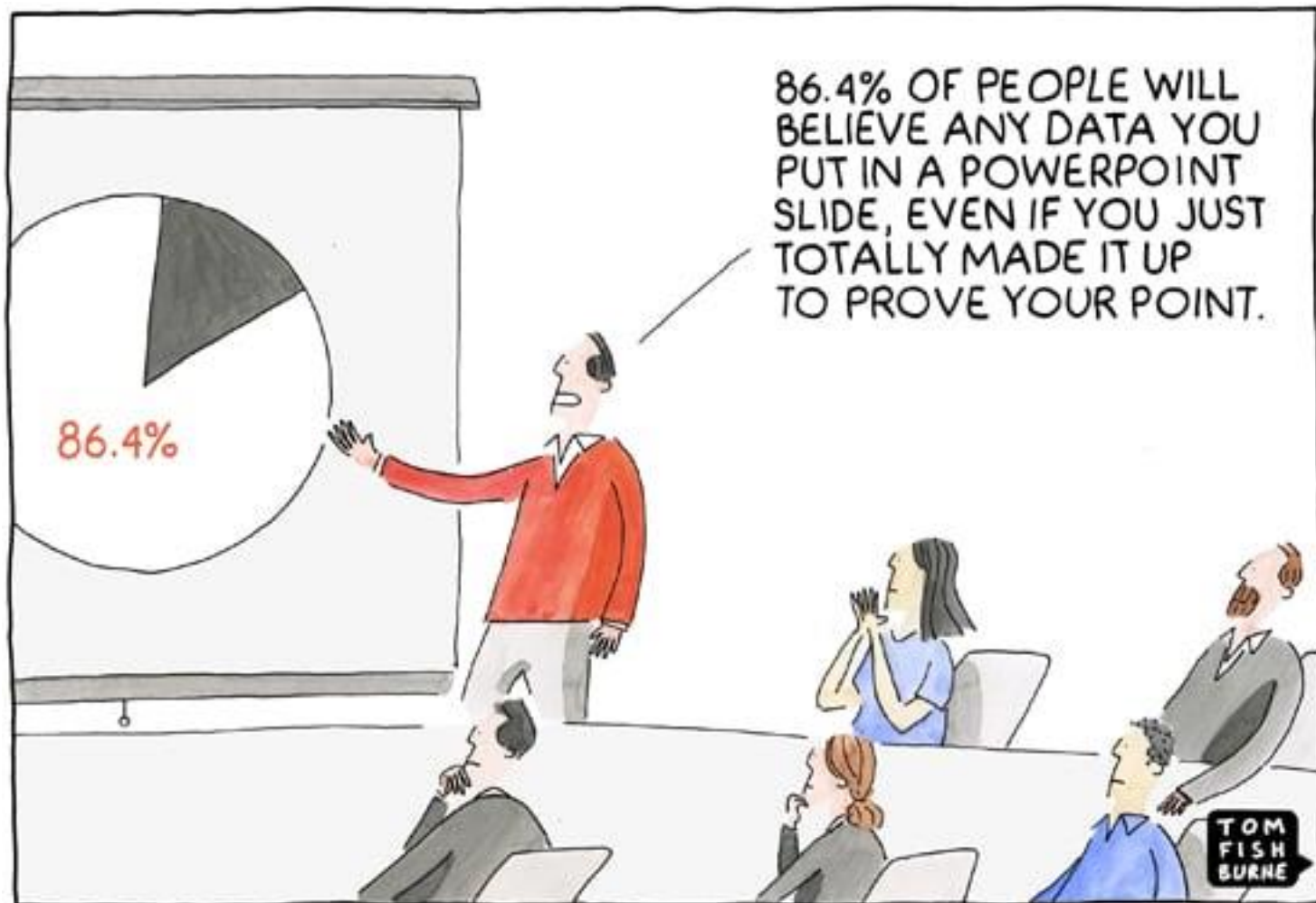
THAT LEAVES FRAUD,
WHICH I'D LIKE YOU
TO CALL MARKETING.



Marketing Plays a Bigger Role

- New Market Identification & Penetration
- Optimizing Customer Experience & Communication
- Streamlining Internal Communication Flow
- Implementing New Sales Channels
- Leveraging Branding as a Differentiator
- Partnering with Other Businesses to Drive Growth

*7. Not Using Data to Make Strategic
Decisions.*



Asking The Right Questions

- Product Profitability by Industry/Region
- Seasonality of Sales Trends
- Leaks in the Sales Funnel
- Insights on Customer Attrition
- In-Field Product Performance
- Opportunities in Wear Part Sales
- Proactive Cross-Selling/Up-Selling

THREE THINGS TO KEEP IN MIND

Don't lose your entrepreneurial spirit.

Continually embrace change.

Challenge your own status quo.

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