

## Without Vision, Things Stay the Same

### How an effective project vision, in addition to an overall company vision, creates fertile ground for large-scale change

#### **Situation:**

A client expressed a need to uncover enough cash through reducing inventory to cover their bank lines. They called me in to do a Purchasing and Inventory evaluation. Interestingly, the same company had asked for a similar study three years earlier.

***No one bought into the change effort because the company couldn't answer the question, "Why?"***

#### **Our Process:**

As I prepared to execute the second study I wondered if it would show any changes since the initial study. When I presented the new findings, I included a copy of the first study,

and to my surprise they were almost identical. The strengths, weaknesses, recommendations - *everything* in both studies was nearly the same. Why was this?

The company had never established a vision, and without one, they were unable to communicate the reasoning behind the necessary changes. No one bought into the change effort because the company couldn't answer the question, "Why?"

#### **Results:**

Currently, this company has developed a vision of who they want to be and what they want to accomplish with their current project. The project is moving forward with great speed, and ultimately they were able to cut inventory and uncover enough cash to keep the bank happy.