



# Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution

*David Hamme*

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**Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution** David Hamme  
Winner of The Shingo Research and Professional Publication Award

DRIVE SUSTAINABILITY AND GROWTH WITH A PROCESS FOCUSED ENTERPRISE

**You can execute a world-class business improvement plan, but if its effects don't reach the customer--is it really of value?**

In this groundbreaking book, business innovation expert David Hamme reveals a powerful and proven method for connecting your company's valuecreation processes to customer-desired products--forging a direct link between strategic intentions and everyday business activities.

The goal is to systematize innovation in your company--and *Customer Focused Process Innovation* takes you step-by-step through the details to accomplish this goal.

With Hamme as your guide, you'll transform your organization into a Process Focused Enterprise--one in which organizational silos, command-andcontrol management, guesswork, and information inadequacies cease to exist--and where intuitive, simplified, fact-based, customer-connected, efficient approaches are the rule, not the exception.

*Customer Focused Process Innovation* shows you how to:

- Assess your current operational capabilities by visually depicting work streams and building a conceptual blueprint from your core value chain to the end consumer
- Drive customer-focused improvements by building rich feedback loops from the front lines and by actively managing the customer's processes
- Implement a powerful new system that embeds process management practices to ensure every process delivers the greatest financial benefit

"When designed, managed, and utilized correctly, business processes are the foundational framework for innovation," Hamme writes.

You don't have to hope that innovation will just happen. You now have the knowledge, insight, and tools to drive it.

With *Customer Focused Process Innovation* you have everything you need to revamp your processes to innovate, grow, and outpace the competition.

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