What is the maximum productivity you can attain?
It depends more on "process loss"

Process Loss Effect on Productivity

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TIP
In "Who Moved My Cheese," the authors talk about the importance of believing in the activity before you do it. Get that buy-in upfront...

TIP
If you think setting expectations is tough, communicating "status of success" is a forgotten art. Spend time here to minimize process loss.

TIP
The person in charge needs to be at the center of the table, not the head of the table. Too much is lost translating through lieutenants
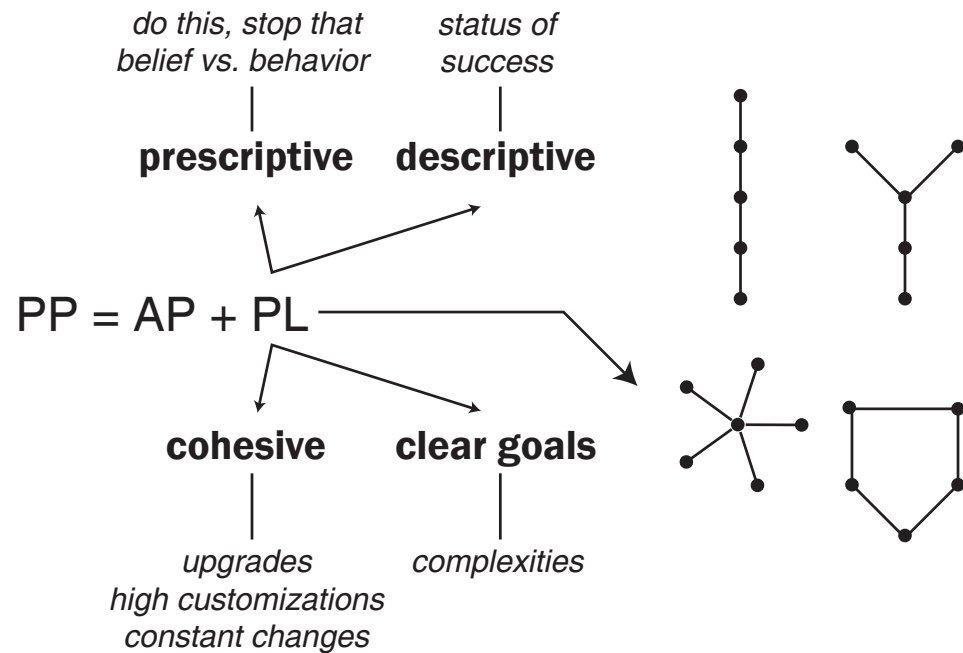
Give a team all the resources they need to meet the demands of a project and guess what? They still won't come close to reaching their maximum productivity. Why? Faulty and time-consuming processes.

When you build a software application, do you spend all your time thinking about innovation and cool features? Not if you want to be a success. Considerable time must be spent thinking about how to minimize process loss. A good way to think about this is "any activity that makes your job harder."

This may strike a real chord with you as you think about the way you fill out sales reports, expense reports and even sit through internal sales meetings. You start to wonder what this all has to do with selling more product. Even more stunning is that management probably feels the process loss more than the troops. So, why does the bleeding continue?

Because of a blindspot called, "Escalating Commitment to a Losing Proposition." It follows the logic that we've invested so much in this project, we HAVE to keep going! This also drives the always present attitude of "I'll ignore this and eventually it will go away." Next time you lead a team, don't forget to think about process loss. We think about it all the time.

POTENTIAL PRODUCTIVITY = ACTUAL PRODUCTIVITY + PROCESS LOSS

do this, stop that
belief vs. behavior

status of success

prescriptive **descriptive**

$$PP = AP + PL$$

cohesive **clear goals**

upgrades
high customizations
constant changes

complexities

PL Example: CRM -- time to access, navigation, synch with company data

INFORNAUTICS