

Problem Identification

IDENTIFYING A PROBLEM IS A METHODOLOGY. IF YOU HAVE INTERNAL STRUGGLES ON WHAT IS CAUSING A PROBLEM(S) THEN MAYBE IT IS TIME TO USE AN INDEPENDENT FACILITATOR WITH A NEW SETS OF EYES AND EARS. THIS WILL HELP YOUR ORGANISATION CORRECTLY LABEL AND IDENTIFY THE CORE PROBLEMS RATHER THAN ADDRESS SYMPTOMS OF THE PROBLEM.

Here is a recent case study from a FMCG company:
Sales are down for the last 3 quarters and everyone has a plan of action.

Finance – Cut costs
Marketing – Increase brand awareness and advertise more
Sales – Offer discounts
HR – Offer better remuneration to attract better people
Warehouse – Streamline the orders process
Logistics – Stop outsourcing to Company Y as the goods always get damaged

Actual Problem – The actual problem turned out to be that the 2nd and 5th largest customers reduced their orders considerably because the product had melted and looked distasteful on several occasions over the hot summer.

Key learning outcomes

Your Problem Identification program will give participants the skills to:

- Identify and correctly label the problem
- Question how your organisation performs tasks
- Build a culture of continuous improvement
- Learn to identify removable obstacles
- Create approaches to conduct work
- Reduce time taken to perform tasks
- Work with others to evaluate work practices
- Share information on how to shorten work practices
- Identify opportunities and position any challenge as an opportunity
- Determine 'best practice' that can be incorporated into daily operations
- Develop a culture that rewards positive feedback



Real Problem Solving exercises for you to consider at your next meeting

Slow lifts

The lifts in your organisation are slow. Everyone complains that they are losing productivity. The lifts cannot be speeded up.
What is the real problem and how can it be solved?

Dissatisfied airline customers

An airline has the industry average delay from disembarkation to passengers picking up their baggage on the carousel. Airline receives multiple complaints and it is impossible to speed up the process any further due to OHS restraints.
What is the real problem and how can it be solved?

Cancelled trains

A train company in Europe is fined every time a train is late. There are so many reasons outside their control that delay trains. Passengers expect delays and the fines are crippling the company.
What is the real problem and how can it be solved?

Poor first impressions

A high quality entertainment venue has beautiful carpets in the foyer. The carpet cost over \$200,000 and needs to be replaced quarterly as it gets scuffed and looks worn. Patrons are expecting the highest quality and it is critical that first impressions are very favourable.
What is the real problem and how can it be solved?

These are well known short outlines. If you would like to know what actually happened just call us today and we will give you the outcomes.

Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 - 12 participants.
- **Venue:** For your convenience you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience** Employees, Supervisors, Team Leaders, Senior Managers or CEOs.

If you would like more information on this training program, please contact:
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www.preftrain.com

