



Eli Goldratt's Legacy in the World

50th TOCPA European Online Conference

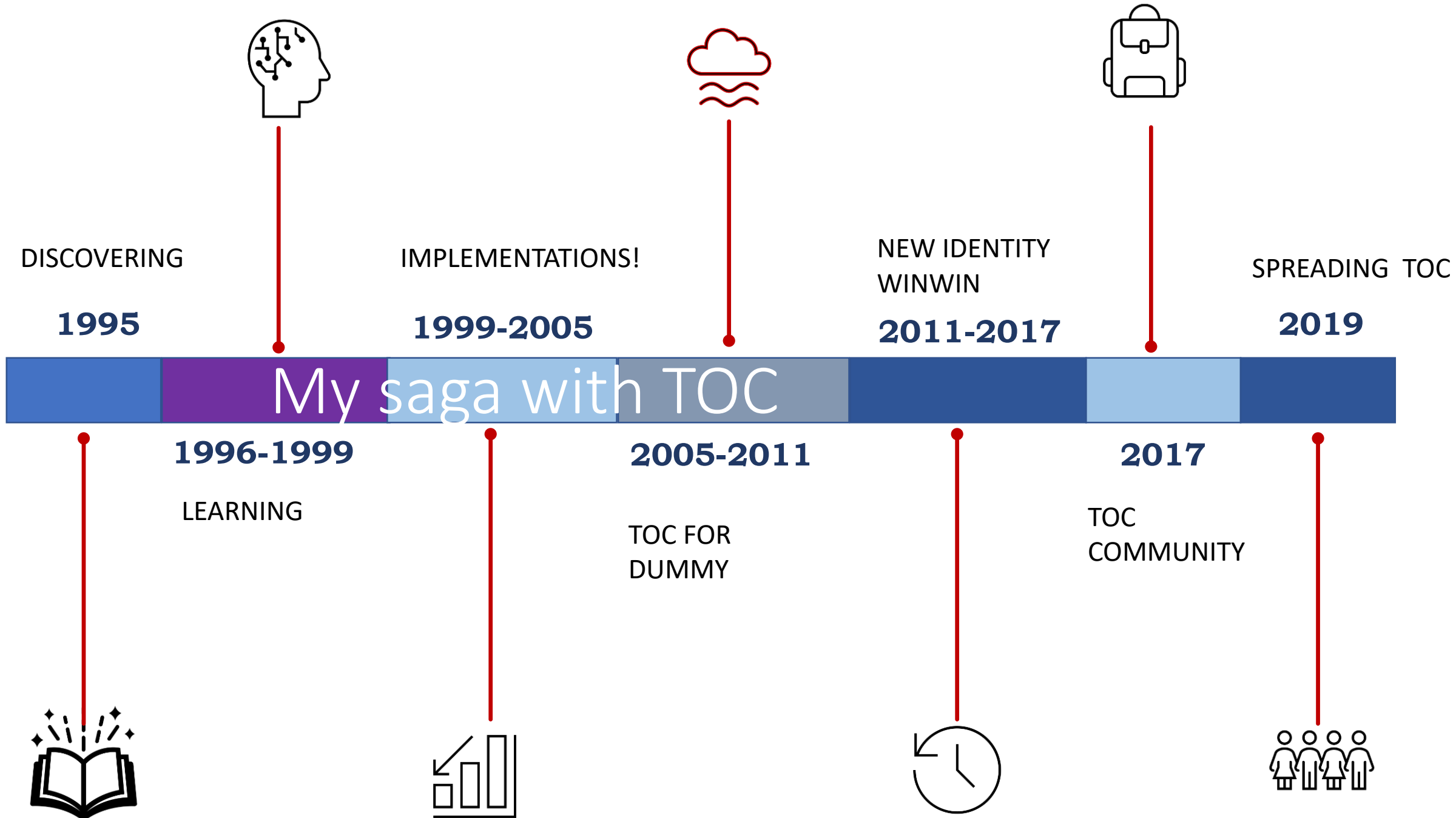
4 June, 2021

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Italy, www.winwin-consulting.biz

EUROPEAN online TOCPA
Conference "Eli Goldratt's
Legacy in the World"

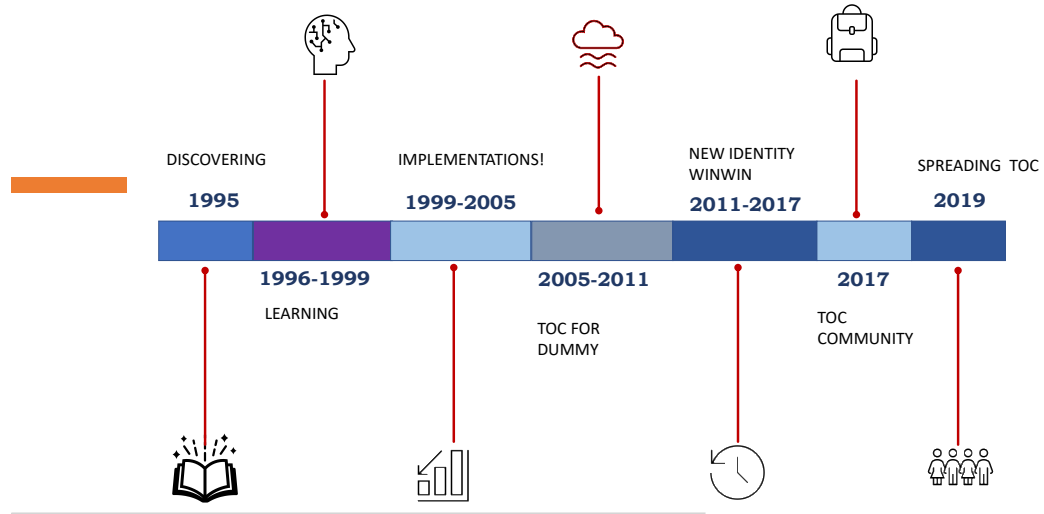
A TOC journey ..it's all because of ISO 9001



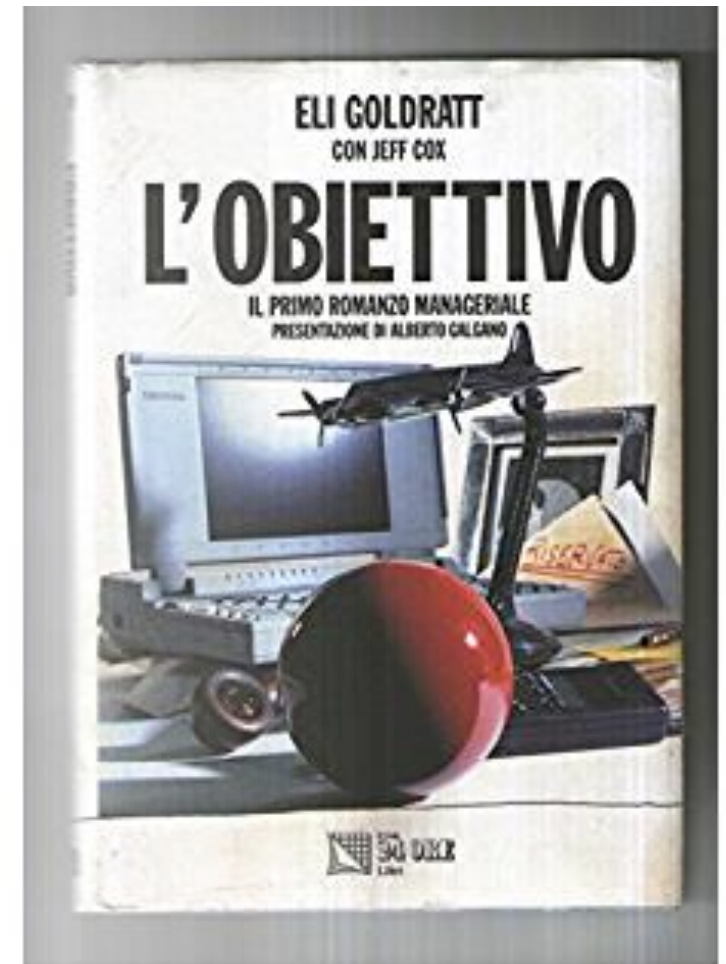
PROLOGUE – SPRING 1995

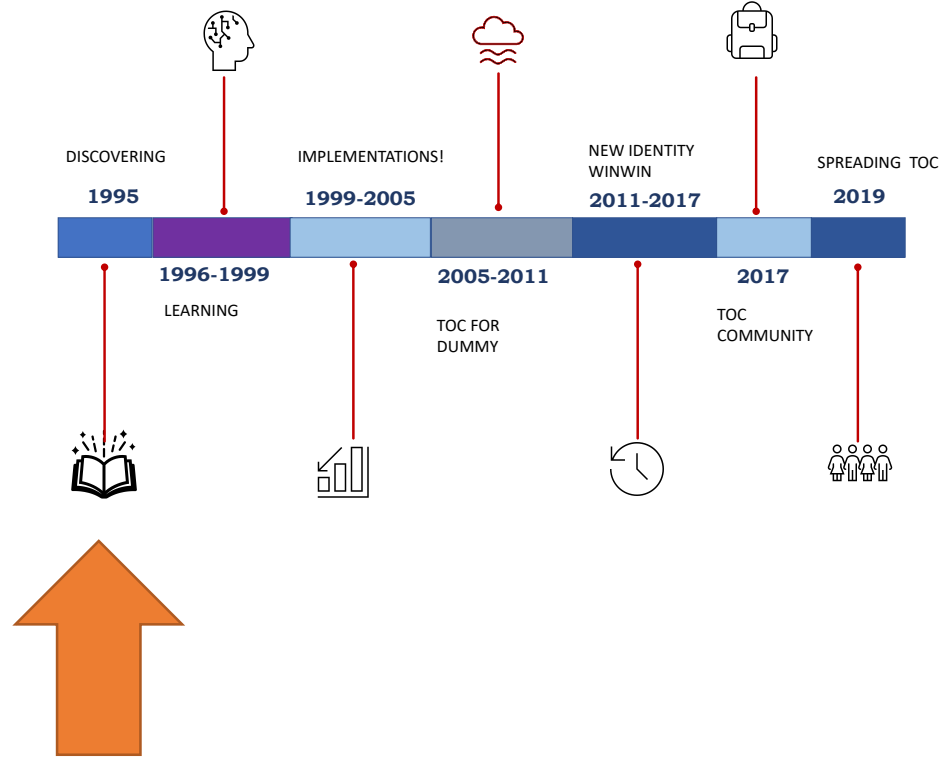
- I was a manager in its «comfort zone». Medium size IT company. No real competitors. Newly appointed manager.
- Ok, the projects ended late, but the customers did not protest. The revenue did not grow enough, but the salary did not suffer.
- Suddenly the life changed. During an usually annoying management meeting someone raised a question: by 2000 we had to be ISO 9001 certified
- Do you remember Renzi interview? SHOCK!!





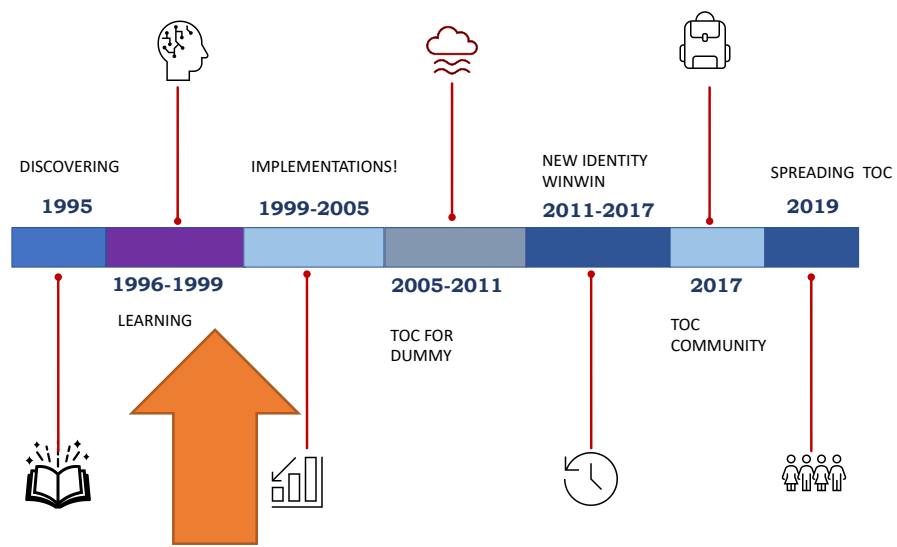
- But we ARE Italian! in moments of crisis we bring out the best. Within a few days a meeting was organized with the best ISO 9001 expert we could get our hands on
- Unfortunately for iso 9001 the best expert was Domenico Lepore. We discussed all the meeting about Deming and Goldratt approach. Iso 9001 relegated in a corner.
- I bought the last 10 copies of the goal (italian version) I provided the book to all my colleague in the management team.
- And my journey with TOC began.





Happy people after four «very dense» days of training





I remember first cloud diagram I sketched with Mimmo on a paper napkin in a coffee shop.

And few years after i met Oded and i experienced my first personal core cloud.

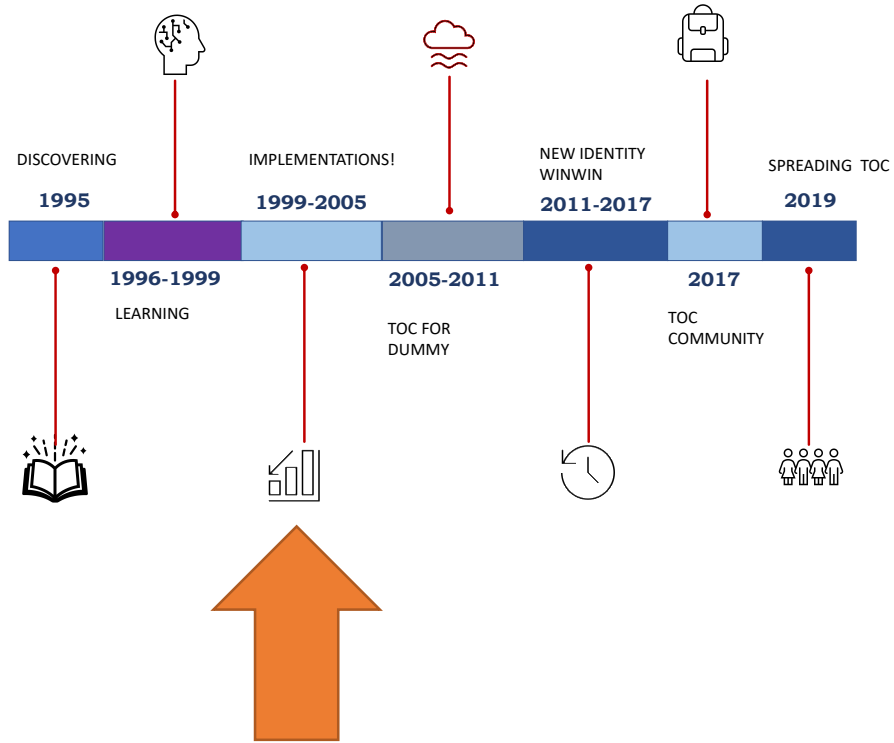
My first TOC implementation terminated (not completed) in 1998 – a critical chain implementation

The most relevant outcome was change of mindset.

From **(at the beginning of the project)** :

we did not achieve the goal BECAUSE our boss, no enough budget, time, commitment, know how) to **(at the end of the project)**

we did not achieve the goal BECAUSE we did not enough capable. From excusation to responsibility.



I left the company, I joined the Mimmo's consultant company .

I self studied TOC using books, Journal, LND, translation of books, Video, using the simulator (more than hundred type of plants).

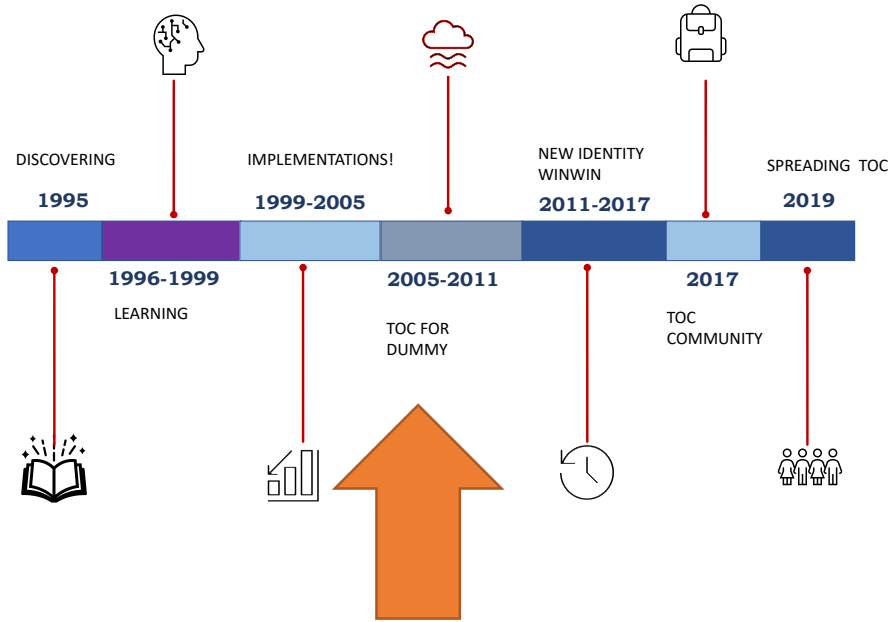
I worked with Mimmo until 2005.

I am proud of two TOC implementation , AISA , I met Tarcisio, AISA was as close to viable vision as I have ever managed to do.

And Federal Mogul, my first DBR implementation. there I learned how much people make a difference and how to avoid making improvements beyond people's tolerance – there is a limit (not surmountable) in the people changing attitude.

INTERNAL CONSTRAINT ERA: DBR – CRITICAL CHAIN-THINKING TOOLS





Later I had a company with Tarcisio and other guys until 2011.

We tried to make the toc the preferred management approach in the manufacturing SME.

Failed. Why?

THE CONSTRAINT HAS MOVED! FROM INTERNAL TO THE MARKET.

Approaching market constraint implies a profound change of mentality.

We tried to dilute the TOC so that it was assimilable by the average Italian entrepreneur.

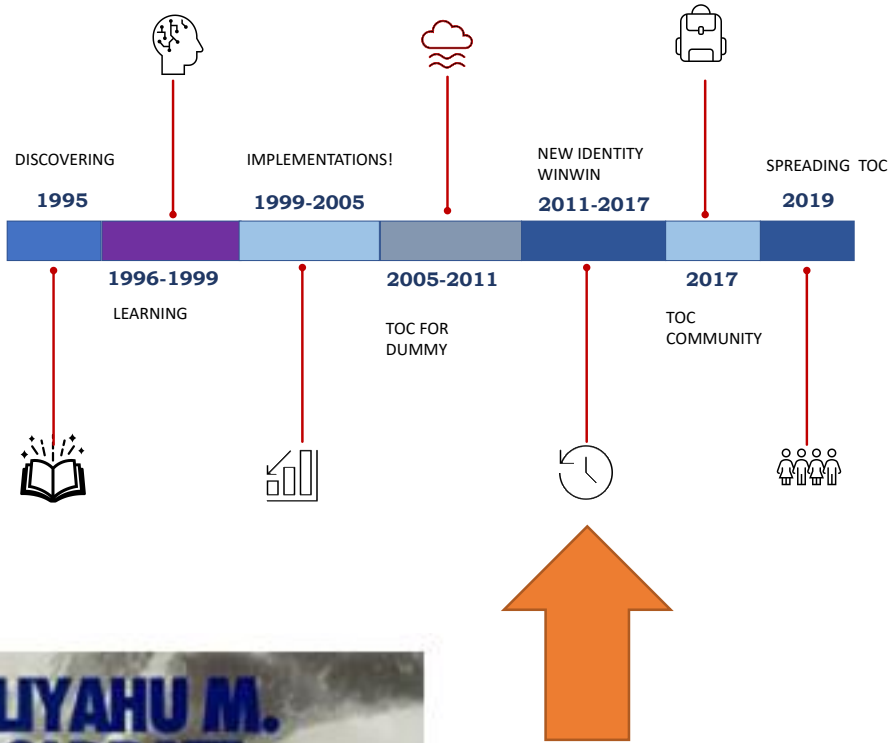
Too much dilution causes the distinctive features to disappear.

BUT we proved TOC can be implemented in healthcare and banking!!

Finally i realize that I only had to do what I believed in.

I founded my company «win win consulting». Win win is the magic word!





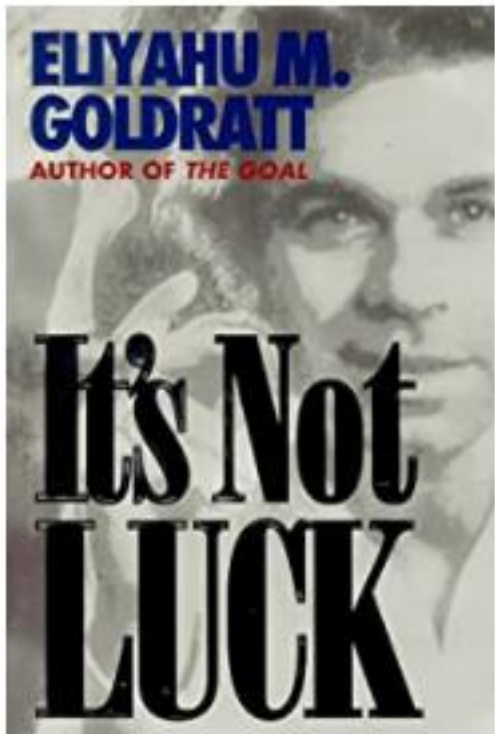
My job is to help companies achieve their goals and the toc is the best tool to do it that I know. Not only TOC.

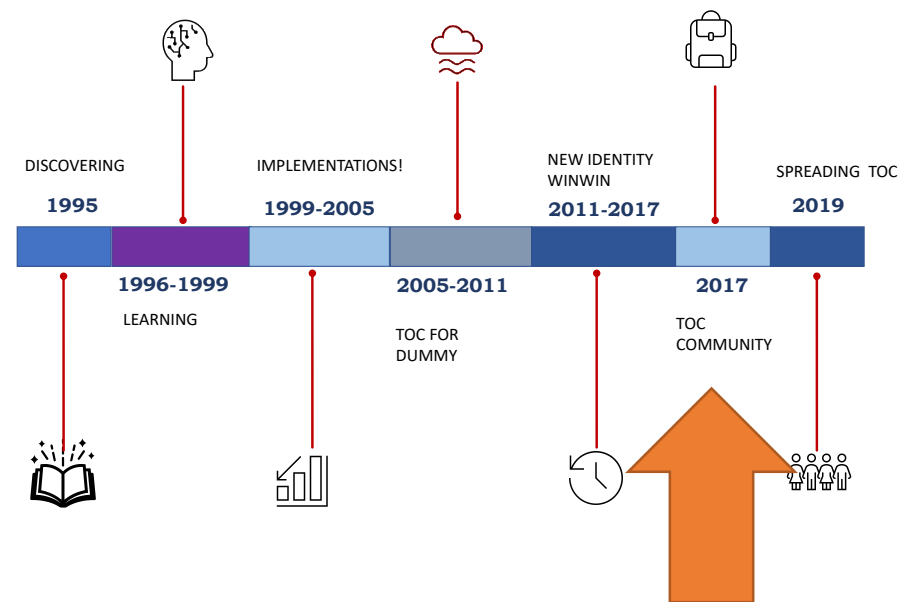
I discovered other tools/methods incredibly consistent with TOC: TRIZ, BLU OCEAN, SPIN SELLING, SUCCES. I am using it in implementations.

I used TOC with micro companies (2-3 people) without mentioning TOC of course.

THE ERA OF COGNITIVE (NON PHISICAL) CONSTRAINTS

- In this years i never meet TOC community.





SPRING 2017 – the second milestone in my professional life, after a long work with Oded and Jelena we organized the first TOCPA conference in Italy.

We discovered a lot of people interested in TOC, TOC practitioners, TOCcurious.

I began to met TOC community.



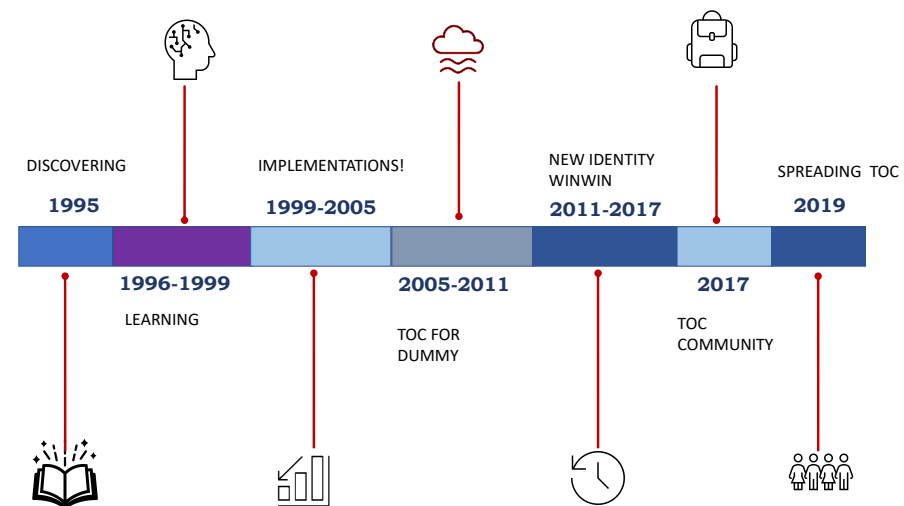
TOCPA
Theory of Constraints Practitioners Alliance
SHARING EXPERIENCE

winwin CONSULTING **MIND-THE-PROCESS**
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Operations Management School Business Software Solutions

ELI GOLDRATT'S LEGACY

in Milan 
23-24 March
2017





THE PRODUCTIVITY JOURNEY

TOC FOR LIFELONG GROWTH & SUCCESS

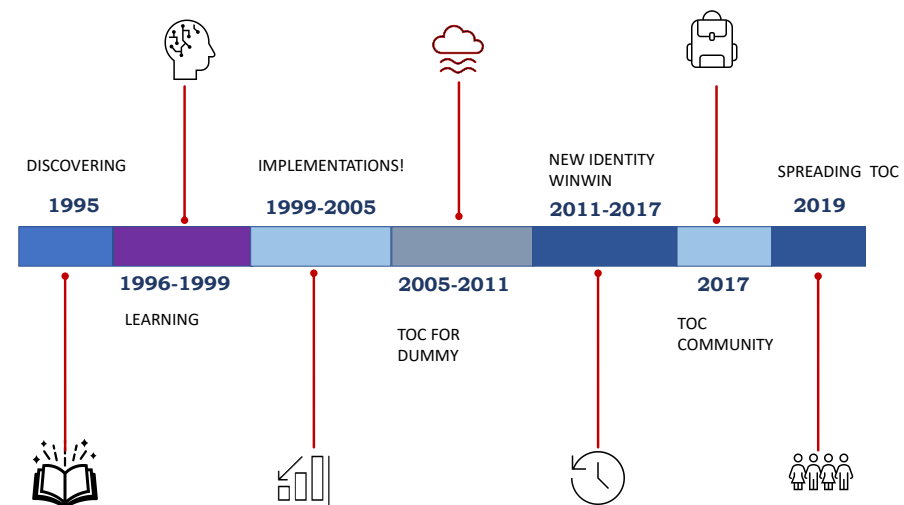
2019 TOCICO International Conference

Chicago, IL (USA) - July, 14-17

I began to met TOC community.

I accelerate the spread of TOC.

Covid help me in order to make webinars a habit.



2021 -

A new beginning ?

If I had to prune one thing I would take with me, I have no doubt: **the cloud diagram.**

The cloud diagram is in my mind like the «swiss knife» for a scout.

Give me a cloud and I will raise the throughput!

