

ANDERSON KEITH, MBA

PROFOUND IMPROVEMENT SOLUTIONS

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Business Plan: Quality Improvement Consulting Firm

I. Executive Summary:

Our Quality Improvement Consulting business, guided by the philosophy that "when quality goes up, costs come down," aims to assist organizations in enhancing their operational efficiency and profitability through the application of the science of profound knowledge. With a focus on utilizing the Plan-Do-Study-Act (PDSA) cycle, inspired by the principles of W. Edward Deming, we seek to empower our clients to continuously improve the quality of their deliverables. Led by Anderson Keith, a seasoned professional with over 20 years of experience in Quality Improvement, our firm is committed to driving tangible and sustainable results for our clients.

II. Business Description:

Our Quality Improvement Consulting firm will offer a range of services tailored to meet the specific needs of our clients. These services will include:

- **Quality Assessment and Analysis:** Conducting comprehensive assessments to identify areas for improvement and opportunities to enhance quality across processes and operations.
- **Implementation of PDSA Cycles:** Guiding clients through the iterative PDSA cycles to test, implement, and refine improvement initiatives, ensuring continuous enhancement of quality.
- **Training and Education:** Providing workshops, seminars, and training sessions to equip clients with the knowledge and skills necessary to sustain quality improvement efforts over the long term.
- **Performance Monitoring and Evaluation:** Establishing systems to monitor and evaluate the effectiveness of quality improvement initiatives, facilitating data-driven decision-making and ongoing optimization.

III. Market Analysis:

The market for Quality Improvement Consulting services is growing rapidly as organizations recognize the critical importance of quality in achieving sustainable success. Industries such as healthcare, manufacturing, finance, and technology are particularly ripe for our services, given the significant impact that quality improvements can have on operational efficiency, customer satisfaction, and bottom-line performance.

IV. Marketing and Sales Strategy:

To reach potential clients, we will leverage a multi-faceted marketing approach, including:

- Building a strong online presence through a professional website and active engagement on social media platforms.
- Networking and establishing partnerships with industry associations, chambers of commerce, and other relevant organizations.
- Offering introductory workshops and seminars to showcase our expertise and attract

prospective clients.

Providing thought leadership content, such as whitepapers, case studies, and blog posts, to demonstrate our knowledge and credibility in the field of Quality Improvement.

V. Operational Plan:

Our operational plan will focus on delivering high-quality consulting services efficiently and effectively. This will involve:

- Recruiting and retaining a team of experienced consultants with expertise in Quality Improvement methodologies and tools.
- Investing in technology and infrastructure to support our consulting engagements and deliverables.
- Establishing robust project management processes to ensure timely delivery and client satisfaction.
- Continuously monitoring and evaluating our own performance to identify opportunities for improvement and innovation.

VI. Financial Plan:

Our financial plan will be based on a combination of fee-for-service consulting engagements, training workshops, and retainer agreements with long-term clients. We will carefully manage our expenses and investments to ensure profitability while reinvesting in our growth and expansion.

VII. Consulting Fees, Retainer Fee and Keynote Speaker Engagements:

Initial 1 hour consultation: \$0

Business consultation fees: \$250 per hour

Retainer fees for full services: \$10,000 a month

- Quality Assessment and Analysis
- Establishment of Cross Functional Quality Improvement Team
- Implementation of PDSA Cycles

Keythink Keynote speaking engagements: \$2,500 - \$10,000

VIII. About Anderson Keith:

Anderson Keith is a seasoned Quality Improvement professional with over 20 years of experience in helping organizations achieve excellence in their operations. With a background in technology management and a passion for continuous improvement, Anderson has led numerous successful initiatives across a variety of industries, including healthcare, manufacturing, and hospitality. His expertise in applying the principles of W. Edward Deming, quality improvement team building and utilizing PDSA cycles to drive quality improvements makes him a valuable asset to our firm.

For further information on Anderson Keith's qualifications and experience, please refer to www.andykeith.com

IX. Conclusion:

Our Quality Improvement Consulting business is poised to make a significant impact on the success

of our clients by helping them enhance the quality of their deliverables while simultaneously reducing costs. With a commitment to excellence, innovation, and continuous improvement, we are confident in our ability to deliver tangible results and become a trusted partner for organizations seeking to achieve operational excellence.

Launching a Quality Improvement Consulting Firm like Profound Improvement Solutions requires meticulous planning and strategic execution. Here are the first five steps to kickstart the business:

1. **Establish Legal Structure and Register the Business:** Begin by determining the legal structure of the business (e.g., sole proprietorship, partnership, LLC) and register it with the appropriate authorities in Grand Junction, CO. Obtain any necessary licenses or permits to operate legally.
2. **Develop Branding and Marketing Materials:** Create a compelling brand identity for Profound Improvement Solutions, including a logo, business cards, and a professional website. Craft marketing materials such as brochures, presentations, and introductory materials to showcase the firm's services and expertise.
3. **Build a Network and Establish Partnerships:** Leverage existing connections and networks to establish partnerships with industry associations, chambers of commerce, and other relevant organizations. Attend networking events and conferences to build relationships with potential clients and collaborators.
4. **Recruit and Train Consultants:** Identify and recruit experienced consultants with expertise in Quality Improvement methodologies and tools. Provide comprehensive training to ensure that consultants are equipped to deliver high-quality services effectively.
5. **Secure Initial Clients:** Begin outreach efforts to secure initial clients for Profound Improvement Solutions. Offer introductory workshops and seminars to showcase the firm's expertise and value proposition. Utilize marketing strategies such as social media, email marketing, and direct outreach to generate leads and convert them into clients.

By following these initial steps, Profound Improvement Solutions can establish a strong foundation for success and position itself as a trusted partner for organizations seeking to achieve operational excellence through quality improvement initiatives.

- **Choose a Name:** Select a unique name for your LLC that complies with Colorado's naming requirements. Ensure the chosen name is not already in use by another business in Colorado. You can check the availability of your desired name through the Colorado Secretary of State's business name database.
- **File Articles of Organization:** Prepare and file Articles of Organization with the Colorado Secretary of State's office. This document officially creates your LLC and includes essential information such as the LLC's name, principal address, registered agent, and the names and addresses of the LLC's members or managers.
- **Appoint a Registered Agent:** Designate a registered agent for your LLC. A registered agent is a person or entity authorized to receive legal documents and official correspondence on behalf of the LLC. The registered agent must have a physical address in Colorado.
- **Obtain an EIN:** Apply for an Employer Identification Number (EIN) from the Internal Revenue Service (IRS). An EIN is a unique nine-digit number used to identify your LLC for tax purposes. You can apply for an EIN online through the IRS website.
- **File Periodic Reports:** LLCs in Colorado are required to file periodic reports with the Secretary of State's office. These reports must be filed every year to maintain the LLC's good standing and update information such as the LLC's address and registered agent.
- **Obtain Business Licenses or Permits:** Depending on the nature of your business and its location in Grand Junction, CO, you may need to obtain specific business licenses or permits from local, state, or federal authorities. Research the licensing requirements relevant to your industry and location and apply for any necessary permits.
- **Comply with Tax Requirements:** Register with the Colorado Department of Revenue for state tax purposes and obtain any required state tax licenses or permits. Additionally, ensure compliance with federal tax requirements applicable to your LLC.
- **Maintain Compliance:** Once your LLC is established and operational, ensure ongoing compliance with all relevant laws, regulations, and reporting requirements. Stay informed about any changes in regulatory requirements that may affect your business operations.
- **It's advisable to consult with legal and tax professionals or business advisors familiar with Colorado's regulations to ensure proper compliance and adherence to all legal requirements when establishing and operating your LLC in Grand Junction, CO.**

"The first step is transformation of the individual. This transformation is discontinuous. It comes from understanding of the system of profound knowledge. The individual, transformed, will perceive new meaning to his life, to events, to numbers, to interactions between people."

"Once the individual understands the system of profound knowledge, he will apply its principles in every kind of relationship with other people. He will have a basis for judgment of his own decisions and for transformation of the organizations that he belongs to."

Deming advocated that all managers need to have what he called a System of Profound Knowledge, consisting of four parts:

1. ***Appreciation of a system***: understanding the overall processes involving suppliers, producers, and customers (or recipients) of goods and services (explained below);
2. ***Knowledge of variation***: the range and causes of variation in quality, and use of statistical sampling in measurements;
3. ***Theory of knowledge***: the concepts explaining knowledge and the limits of what can be known.
4. ***Knowledge of psychology***: concepts of human nature.

He explained, "One need not be eminent in any part nor in all four parts in order to understand it and to apply it. The 14 points for management in industry, education, and government follow naturally as application of this outside knowledge, for transformation from the present style of Western management to one of optimization."

"The various segments of the system of profound knowledge proposed here cannot be separated. They interact with each other. Thus, knowledge of psychology is incomplete without knowledge of variation.

"A manager of people needs to understand that all people are different. This is not ranking people. He needs to understand that the performance of anyone is governed largely by the system that he works in, the responsibility of management. A psychologist that possesses even a crude understanding of variation as will be learned in the experiment with the [Red Beads](#) (Ch. 7) could no longer participate in refinement of a plan for ranking people."^[32]

The *Appreciation of a system* involves understanding how interactions (i.e., feedback) between the elements of a system can result in internal restrictions that force the system to behave as a single organism that automatically seeks a [steady state](#). It is this steady state that determines the output of the system rather than the individual elements. Thus it is the structure of the organization rather than the employees, alone, which holds the key to improving the quality of output.

The *Knowledge of variation* involves understanding that everything measured consists of both "normal" variation due to the flexibility of the system and of "special causes" that create defects. Quality involves recognizing the difference to eliminate "special causes" while controlling normal variation. Deming taught that making changes in response to "normal" variation would only make the system perform worse. Understanding variation includes the mathematical certainty that variation will normally occur within six [standard deviations](#) of the mean.

The System of Profound Knowledge is the basis for application of Deming's famous 14 Points for Management, described below.

Key principles [\[edit\]](#)

Deming offered 14 key principles to managers for transforming business effectiveness. The points were first presented in his book *Out of the Crisis* (p. 23–24).^[33] Although Deming does not use the term in his book, it is credited with launching the [Total Quality Management](#) movement.^[34]

1. Create constancy of purpose toward improvement of product and service, with the aim to become competitive, to stay in business and to provide jobs.
2. Adopt the new philosophy. We are in a new economic age. Western management must awaken to the challenge, must learn their responsibilities, and take on leadership for change.
3. Cease dependence on inspection to achieve quality. Eliminate the need for massive inspection by building quality into the product in the first place.
4. End the practice of awarding business on the basis of a price tag. Instead, minimize total cost. Move towards a single supplier for any one item, on a long-term relationship of loyalty and trust.
5. [Improve constantly and forever](#) the system of production and service, to improve quality and productivity, and thus constantly decrease costs.
6. Institute training on the job.
7. Institute leadership (see Point 12 and Ch. 8 of *Out of the Crisis*). The aim of supervision should be to help people and machines and gadgets do a better job. Supervision of management is in need of overhaul, as well as supervision of production workers.
8. Drive out [fear](#), so that everyone may work effectively for the company. (See Ch. 3 of *Out of the Crisis*)
9. Break down barriers between departments. People in research, design, sales, and production must work as a team, to foresee problems of production and usage that may be encountered with the product or service.
10. Eliminate slogans, exhortations, and targets for the work force asking for [zero defects](#) and new levels of productivity. Such exhortations only create adversarial relationships, as the bulk of the causes of low quality and low productivity belong to the system and thus lie beyond the power of the work force.
 1. Eliminate work standards ([quotas](#)) on the factory floor. Substitute with leadership.
 2. Eliminate [management by objective](#). Eliminate [management by numbers](#) and numerical goals. Instead substitute with leadership.
11. Remove barriers that rob the hourly worker of his right to [pride of workmanship](#). The responsibility of supervisors must be changed from sheer numbers to quality.
12. Remove barriers that rob people in management and in engineering of their right to pride of workmanship. This means, *inter alia*, abolishment of the annual or merit [rating](#) and of [management by objectives](#) (See Ch. 3 of *Out of the Crisis*).
13. Institute a vigorous program of education and self-improvement.
14. Put everybody in the company to work to accomplish the transformation. The transformation is everybody's job.

"Massive training is required to instill the courage to break with tradition. Every activity and every job is a part of the process."^[35]

Seven Deadly Diseases

The "Seven Deadly Diseases" include:

- Lack of constancy of purpose
- Emphasis on short-term profits
- Evaluation by performance, merit rating, or annual review of performance
- Mobility of management
- Running a company on visible figures alone
- Excessive medical costs
- Excessive costs of warranty, fueled by lawyers who work for contingency fees

"A Lesser Category of Obstacles" includes:

- Neglecting long-range planning
- Relying on technology to solve problems
- Seeking examples to follow rather than developing solutions
- Excuses, such as "our problems are different"
- The mistaken belief that management skills can be taught in classes
- Reliance on quality control departments rather than management, supervisors, managers of purchasing, and production workers
- Placing blame on workforces who are responsible for only 15% of mistakes while the system designed by management is responsible for 85% of the unintended consequences
- Relying on quality inspection rather than improving product quality

Deming's advocacy of the Plan-Do-Study-Act cycle, his 14 Points and Seven Deadly Diseases have had tremendous influence outside manufacturing and have been applied in other arenas, such as in the relatively new field of sales process engineering.

https://en.wikipedia.org/wiki/W._Edwards_Deming

Elevator Speech: PROFOUND IMPROVEMENT SOLUTIONS

"Hello, my name is Anderson Keith, and I'm here to share how our approach, embodied in the LOVE acronym, transforms businesses by instilling a culture of quality and continuous improvement."

Learn:

Firstly, we advocate for continuous learning within organizations. This means embracing new philosophies and methodologies to adapt to the evolving economic landscape.

Own:

Next, we encourage taking ownership of quality. This involves breaking away from reliance on inspection and instead embedding quality into products and services from the start.

Value:

We emphasize the importance of valuing relationships, both internally and externally. This includes nurturing long-term partnerships with suppliers based on loyalty and trust, rather than simply focusing on price.

Express:

Finally, we promote open expression and collaboration across all levels of the organization. By fostering an environment free from fear, where everyone feels empowered to contribute, we can drive meaningful transformation and achieve sustainable success.

In summary, our LOVE approach encapsulates the principles of continuous learning, ownership of quality, valuing relationships, and open expression, all of which are essential for fostering a culture of excellence and driving business growth.

Speaker Events Topics:

Overcoming Tragedy and Loss: Sharing the story of losing a beloved sibling to leukemia at a young age and the profound impact it had on personal growth and resilience. Discussing how to find strength and purpose in the face of adversity and turn tragedy into fuel for personal growth.

Thriving with Disabilities: Reflecting on the experience of growing up with a sibling who faced significant challenges due to deafness, diabetes, and other disabilities. Highlighting the importance of acceptance, empathy, and perseverance in navigating life's obstacles and thriving despite limitations.

Adversity as a Catalyst for Success: Exploring the journey of overcoming dyslexia, ADHD, and other learning difficulties to achieve academic and professional success. Sharing strategies for harnessing adversity as a catalyst for personal and professional growth, emphasizing resilience, determination, and self-belief.

Navigating Educational Challenges: Discussing the experience of struggling with reading difficulties and being placed in special education classes, as well as the journey to academic success and earning a full NCAA Division I football scholarship. Offering insights into overcoming educational barriers, seeking support, and advocating for oneself in academic settings.

The Power of Adaptability and Resilience: Sharing lessons learned from adapting to challenging circumstances, including growing up in a household where sign language was not taught and learning to communicate effectively through alternative means. Highlighting the importance of adaptability, resilience, and creativity in overcoming obstacles and achieving goals.

Embracing Neurodiversity: Advocating for the acceptance and celebration of neurodiversity, including experiences with dyslexia and ADHD. Exploring the unique strengths and perspectives that neurodivergent individuals bring to the table and encouraging inclusivity and understanding in all aspects of life.

The Journey to Higher Education and Professional Success: Reflecting on the journey from earning a bachelor's degree in business to pursuing an MBA, despite facing numerous challenges along the way. Sharing insights into goal-setting, perseverance, and the pursuit of lifelong learning in achieving academic and professional success.

Empowering Others Through Personal Storytelling: Inspiring others to embrace their own unique journeys and overcome obstacles by sharing personal experiences and lessons learned. Encouraging authenticity, vulnerability, and self-reflection as catalysts for personal growth and empowerment.

Building Resilient Communities: Discussing the importance of building supportive communities that uplift and empower individuals facing adversity. Emphasizing the role of empathy, compassion, and collective action in creating inclusive and resilient communities where everyone can thrive.

Creating a Vision for the Future: Encouraging individuals to dream big, set ambitious goals, and pursue their passions with determination and purpose. Inspiring hope, optimism, and a sense of possibility for the future, despite the challenges and setbacks encountered along the way.

Starting a keynote speaking career involves several key steps to establish yourself as a credible and sought-after speaker. Here are ten key steps to get started:

1. **Define your niche:** Identify your areas of expertise, passions, and unique perspective. Determine the topics you are knowledgeable about and passionate to speak on.
2. **Develop your speaking skills:** Hone your public speaking skills by practicing regularly, joining toastmasters, taking public speaking courses, or working with a speaking coach.
3. **Craft your message:** Develop a compelling message that resonates with your target audience. Your message should be clear, impactful, and relevant to your niche.
4. **Create a professional brand:** Establish a professional brand identity, including a professional website, speaker bio, headshots, and promotional materials that showcase your expertise and speaking topics.
5. **Build your online presence:** Leverage social media platforms, blogs, podcasts, and other online channels to build your online presence and share your expertise with a wider audience.
6. **Network with industry professionals:** Attend industry conferences, events, and networking opportunities to connect with event planners, meeting organizers, and other professionals in your niche.
7. **Offer free speaking engagements:** Start by offering to speak at local events, workshops, or community organizations to gain experience, build your portfolio, and establish credibility as a speaker.
8. **Seek speaking opportunities:** Proactively seek speaking opportunities by reaching out to event organizers, submitting proposals to conferences, and joining speaker bureaus or

platforms that connect speakers with events.

9. **Deliver exceptional presentations:** Deliver engaging, informative, and memorable presentations that captivate your audience and leave a lasting impression. Continuously seek feedback to improve your speaking skills.
10. **Cultivate client relationships:** Build relationships with event planners, meeting organizers, and past clients to secure repeat bookings and referrals for future speaking engagements.

By following these key steps and continuously honing your skills and expertise, you can successfully launch and grow your keynote speaking career.

Starting a motivational speaking business requires careful planning and execution. Here are ten key steps to help you open a successful motivational speaker business:

1. **Identify your niche:** Determine your area of expertise and the specific topics you are passionate about speaking on. Define your target audience and the unique value you can offer them as a motivational speaker.
2. **Develop your speaking skills:** Hone your public speaking abilities by practicing regularly, taking public speaking courses, joining toastmasters, or working with a speaking coach to improve your delivery and presentation skills.
3. **Craft your message:** Develop a compelling and authentic message that resonates with your target audience. Your message should be clear, impactful, and relevant to the needs and challenges of your audience.
4. **Create a professional brand:** Establish a professional brand identity, including a professional website, speaker bio, headshots, and promotional materials that showcase your expertise, speaking topics, and testimonials from past clients.
5. **Build your online presence:** Leverage social media platforms, blogs, podcasts, and other online channels to build your online presence and reach a wider audience. Share valuable content, engage with your audience, and establish yourself as a thought leader in your niche.
6. **Network with industry professionals:** Attend industry conferences, events, and networking opportunities to connect with event planners, meeting organizers, and other professionals in the speaking industry. Build relationships and seek speaking opportunities through referrals and recommendations.
7. **Offer free speaking engagements:** Start by offering to speak at local events, workshops, or community organizations to gain experience, build your portfolio, and establish credibility as a motivational speaker. Use these opportunities to showcase your expertise and attract paying clients.
8. **Create a pricing strategy:** Determine your pricing structure based on your experience, expertise, and the value you provide to clients. Consider factors such as the length of the presentation, travel expenses, and additional services offered.

9. **Market your services:** Develop a comprehensive marketing strategy to promote your motivational speaking business. Utilize online and offline marketing tactics such as email marketing, social media advertising, networking events, and speaking engagements to attract clients and book speaking opportunities.

10. **Deliver exceptional presentations:** Deliver engaging, inspiring, and memorable presentations that motivate and empower your audience. Focus on providing value, connecting with your audience on an emotional level, and delivering actionable insights that inspire positive change.

By following these key steps and continuously investing in your personal and professional development, you can successfully launch and grow your motivational speaking business.