

**tools are easy to work on, but the results are not
always proportional and as direct as anticipated**

**you can't change people by asking them to,
you have to get them involved and
show what's in it for them**

**processes usually go unnoticed
unless you make a special effort to
map them, and look for opportunities to
improve, but yes, that needs effort**

**"if you can't describe what you're doing as a process,
then you don't know what you're doing "**

- W Edward Deming

processes can get people to change and use tools effectively

focus on processes for consistent delivery

consistency is scalable

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