

New Management Book Has Roadmap To Control An Entire Enterprise And Predict Bottom Line Results

FOR IMMEDIATE RELEASE

January 17, 2008 – Management has long sought a more effective way to establish goals, prioritize and control operational efforts, improve corporate performance and predict bottom line results. A new book, *The Integrated Enterprise Excellence System: An Enhanced, Unified Approach to Balanced Scorecards, Strategic Planning, and Business Improvement*, provides a roadmap for achieving these goals. It is to be published by Bridgeway Books in January 2008.

A radical departure from conventional management thinking and practices, The Integrated Enterprise Excellence (IEE) roadmap provides state-of-the-art methods to establish and monitor metrics, set organizational goals, and prioritize the work efforts of everyone in a company to continually improve corporate results and share owner values. A foolproof process, it also provides unprecedented control of an enterprise in combating efforts to use metrics and financial practices in fraudulent ways.

IEE is a system of checks and balances that stay in place regardless of management continuity, changes in competitive conditions, or the economic climate. It is a powerful business system that blends Lean and Six Sigma into an overall process by taking management to the next level of skill development for improving customer service and bottom line growth. It replaces fire fighting with fire prevention and prevents initiation of quality and other initiatives that may be counterproductive. It does not simply identify flaws in an operational process; it determines whether the process itself is flawed

The author is Forrest W. Breyfogle III, a management thought leader and innovator who is founder and CEO of Smarter Solutions, Inc. (www.smartersolutions.com). He serves on the Board of Advisors for the University of Texas Center for Performing Excellence and received the Crosby Medal from the American Society for Quality for an earlier book *Implementing Six Sigma*.

The book can be ordered through www.smartersolutions.com for \$16.95. Comments from a wide range of business executives who have reviewed the book's contents are available on request and are summarized in the book's introductory section and foreword.

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About the Author
Forrest Breyfogle, III
Integrated Enterprise Excellence



In a professional career spanning over a quarter century, Forrest Breyfogle has established himself as a leading edge thinker, a prolific author, an innovative consultant, a world-class educator, and a successful business executive. His work is documented in eleven books and over ninety articles on the topic of quality improvement.

A professional engineer, Forrest is also a member of the board of advisors for the University of Texas Center for Performance Excellence. He is the founder and CEO of Smarter Solutions, Inc., an Austin, Texas based consulting firm offering business measurement and improvement consultation and education to a distinguished list of clients worldwide, including BAMA, CIGNA, Dell, HP, IBM, Oracle Packaging, Sherwin Williams, Cameron, TIMET, and TATA. He served his country on active duty in the US Army for 2 years, and has played an active leadership role in professional and educational organizations. Forrest received the prestigious Crosby Medal from the American Society for Quality (ASQ) in 2004 for his book, *Implementing Six Sigma* (second edition). This award is presented annually by the American Society for Quality to the individual who has authored a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, or techniques of quality management

He is a widely recognized authority in the field of management improvement and is a frequent speaker before professional associations and businesses. His earlier work in the field of management science has been widely acclaimed. A previous book, *Implementing Six Sigma*, sold over 40,000 copies and still ranks among the top Amazon books in Applied Mathematics/Engineering Statistics and Industrial Engineering /Quality Control.

He founded Smarter Solutions in 1992 after a 24-year career at IBM. The associates of Smarter Solutions specialize in helping companies throughout the world improve their bottom line and customer satisfaction through the implementation of techniques that are beyond traditional Lean Six Sigma and the balanced scorecard methodologies. His latest and most extensive work has been in the documentation of a new system of enterprise management, the Integrated Enterprise Excellence (IEE) system, in a series of four books. IEE provides a detailed roadmap that builds on and integrates the best practices of earlier disciplines like Six Sigma, Lean, TQM, PDCA, DOE, and TPS combined with innovative analytical tools to produce improvements at the highest level of an enterprise.

In addition to assisting hundreds of major clients in the wise implementation of improvement systems worldwide, Forrest has also developed over 300 hours of classroom instruction used to train executives, managers, and Black Belt practitioners to plan for, implement, and manage IEE systems. He also leads formal seminars and workshops worldwide.

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