



#### **Business Governance Reinvention: Keynote Presentations by Crosby Medal Winning Author**

(Austin, TX – Feb. 11, 2009) Business management governance needs re-invention – now! Current management practices and improvement programs such as Lean Six Sigma, Lean, and TQM did not prevent occurrence of the current financial crisis. In addition, these systems have often encouraged detrimental policy creation without risk assessment. Forrest Breyfogle of Smarter Solutions, Inc. has found a way to address these issues.

We might like to have a simple business management governance model at the level of the book *Who Moved My Cheese*; however, that is not sufficient in today's complex, competitive world.

What is needed is a no-nonsense, long-lasting business governance system with a framework that integrates healthy policy-creation with scorecards, strategic planning, business improvement, and controls. Such a system (Integrated Enterprise Excellence – IEE) is described in an [American Management Association \(AMA\) MWorld Winter 2008-09 article](#).

IEE is an enhanced enterprise management governance system for the 21<sup>st</sup> Century that builds on the best practices of 20<sup>th</sup> Century improvement methodologies like Lean, Six Sigma, Design of Experiments (DOE), Theory of Constraints (TOC), Lean Six Sigma, and the [Balanced Scorecard](#). The [4-book IEE series goes Beyond Lean Six Sigma and the Balanced Scorecard](#). IEE helps organizations make structural risk assessments, for unintended consequence avoidance. IEE provides the organizational roadmap for achievement of the three Rs of business; i.e., everyone doing the Right things, and doing them Right, at the Right time.

[Forrest Breyfogle](#), author of the IEE 4-book series and winner of the Crosby Medal for his book *Implementing Six Sigma*, will be providing the following keynote and workshop sponsored [business management governance system](#) presentations:

- ASQ February 16: Hopkinsville, KY
- ASQ February 18: Raleigh, NC
- ASQ February 26: Atlanta, GA
- IIE February 27: Atlanta, GA
- ASQ March 2: Phoenix, AZ
- ASQ March 5: Irvine, CA
- MSQPC March 10: Memphis, TN
- Lean & Six Sigma Conference March 12: Orlando, FL
- SSI March 19: Austin, TX
- ASQ March 21: El Paso, TX
- ASQ March 25: Washington DC

A description of [Issues and Resolution to the Balanced Scorecard and Process Improvement Programs](#) (a 21<sup>st</sup> Century Business Governance System) includes:

- A Video that highlights an IEE implementation with executive interviews
- Recorded webinar that describes IEE predictive scorecards and its business governance system