



Knowing & Applying: Breathing New Life into Service Organisations

Jim Duffy

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At a time when service organisations face fierce competition and severe limiting of resources, this book offers a way forward. The tried and tested approach described here, influenced by the ideas of W. Edwards Deming and many other recent thinkers, is unusual in that it does not begin by demanding transformed thinking, or a new consciousness; that is where we are heading, but it is not the starting point. We begin our journey with the simple desire to make things better for the customer. The strategy presented here exploits hard won performance improvement data to overcome opposition and convince upper layers of management to go with the flow. Here is a practitioner's book that honestly deals with the tribulations of reality and yet provides a clear path to a positive future. Those involved in the public or service sectors will find insights and challenging ideas, providing confidence to achieve real change for your organisation.

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