

40 Inventive (Business) Principles with Examples

By Darnell MANN and Ellen DOMB

Principle 1. Segmentation

A. *Divide an object into independent parts.*

- Divide an organization into different product centers.
- Autonomous profit centers.
- Use a work breakdown structure for a large project.
- Franchise outlets
- Image/Value/Satisfaction segmentation of customer purchase related preferences (Reference 3, pp86-8)
- Kano Diagram - Excitement, Performance, and Threshold product attribute parameters.
- Marketing segmentation by demographics, sociographics, psychographics, lifestyles, etc (creation of 'micro-niches' - Reference 3, p85)
- Segmentation of 'idea management' process into Fertilization, Seeding, and Incubation phases (Reference 3, p128)
- Strength/Weakness/Opportunity/Threat (SWOT) analysis
- Min Basadur 8 step 'Simplex' innovation process (4)

B. *Make an object easy to disassemble.*

- Flexible pensions
- Use of temporary workers on short-term projects
- Flexible Manufacturing Systems
- Modular furniture/offices
- Container shipment

C. *Increase the degree of fragmentation or segmentation.*

- Quality Circles.
- 'Empowerment' - segmentation of decision making.
- Distance learning (also 'Taking Out')
- Virtual office/remote working (also 'Taking Out')
- 'Creative Segmentation' - 'high performance small car', 'easy to use SLR', 'cordless power tool' (Reference 3)

Principle 2. Taking out

Separate an interfering part or property from an object, or single out the only necessary part (or property) of an object.

- Breakdown barriers between departments (Point No.9 of Deming's Fourteen Points (5)).
- Eliminate exhortations (Point No.10 of Deming's Fourteen Points (5))
- Eliminate targets (Point No.11 of Deming's Fourteen Points (5)).
- Drive Out Fear (Point No.8 of Deming's Fourteen Points (5))
- 'Separate the PEOPLE from the PROBLEM' ('Getting To Yes' (6)).
- 'Lean Manufacture' (7)
- USP advertising
- Just-In-Time inventory management
- Activity-Based Costing instead of allocation cost accounting.
- Separate development and production activities - skunkworks, tiger-teams, etc.

40 Inventive Business Principles With Examples

Guillaume Favre



40 Inventive Business Principles With Examples:

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**40 Inventive Business Principles With Examples**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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