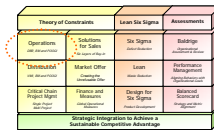


TOC – Operations Services

The Theory of Constraints for operations utilizes the Drum-Buffer-Rope method of operations where the drum sets the pace for the entire plant. The drum is buffered to prevent starving and rope is utilized as the mechanism to release raw materials into the system. The core idea behind the Theory of Constraints is that there is a constraint in every system that governs the level of profitability that can be achieved by that system. Though we cannot completely remove all of the constraints, we can learn how to manage them.

The WHY! Company Can Help You Achieve –

- ✓ Better Due Date Performance
- ✓ Shorter Production Lead Times
- ✓ Less Inventory Cost
- ✓ Increased Profitability

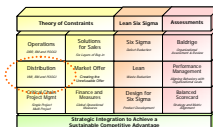


TOC – Distribution Services

The Theory of Constraints for distribution is centered on the Vendor Management Inventory (VMI) pull-system of inventory management and is powered by dynamic buffer management. Most client organizations oscillate between the pressure of having to hold too much inventory to protect sales and wanting to hold less inventory to minimize expenses. This system tends to reach a balance point that reflects a compromise but not a true solution. We work with companies to help their clients ensure a high level of performance while reducing their cost of inventory through a VMI process.

The WHY! Company Can Help You Achieve –

- ✓ 100% Due Date Performance
- ✓ Less Inventory Cost
- ✓ A Smooth Outflow of Products
- ✓ Increased Profitability

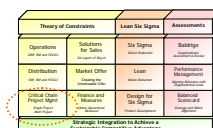


TOC – Critical Chain Project Management

The Theory of Constraints for project management utilizes a method known as critical chain to deliver projects on-time, on-scope and within budget. It does this by aggregating the safety time that is normally built into each task into a project buffer. In addition to the project buffer, feeding buffers ensure that no none strategic resources constrain the successful completion of the project.

The WHY! Company Can Help You Achieve –

- ✓ Project Delivered On Time
- ✓ Project Delivered Within Budget
- ✓ Without Compromising Scope



TOC – Solutions for Sales

The Solutions for Sales helps bring the unrefusable offer to the marketplace in a way that increases the sales closure rate. Within any complex selling process, the supplier is challenged to bring the client to purchase their product or service by progressing through the six layers of resistance. By understanding and addressing each of the layers in sequence, more deals can be successfully closed

The WHY! Company Can Help You Achieve –

- ✓ More Sales Wins
- ✓ Better Long-Term Relationships
- ✓ Stronger Value Proposition



TOC – Unrefusable Market Offer

The Unrefusable Market Offer is one that when offered by the supplier to the client is considered “Unrefusable” because it offers a solution to many problems. Often the supplier’s policies, commonly held within the entire industry, are unknowingly creating negative effects for their clients. Through the process of creating the Unrefusable offer, we will work with you to uncover the policies that are blocking sales and help you craft a market offer that, once presented to your client, will be considered unrefusable.

The WHY! Company Can Help You Achieve –

- ✓ Successful Market Offers
- ✓ Increased Rate of Growth
- ✓ Stronger Closure Rates

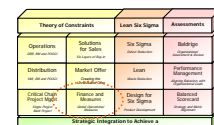


TOC – Finance and Measures Services

The Theory of Constraints for finance and measures is often a necessary, but not sufficient logistical application that must be introduced in combination with nearly all of the other logistical solutions. An organization utilizes finance and measures to evaluate the performance of departments and the entire system. there are 3 global operational measures – Throughput, Investment, and Operating Expense utilized to support decision-making at all levels across a company. To insure maximum profitability, All decisions must be presented in a way that clearly identifies the impact to each of these measures.

The WHY! Company Can Help You Achieve –

- ✓ Establish the T, I and OE Measurement System
- ✓ Right Decisions on Investment in Equipment
- ✓ Right Decisions on Make/buy Alternatives
- ✓ Right Decisions on Profit Centers
- ✓ Right Decisions on Product/service Profit
- ✓ Stronger Financial Performance Overall

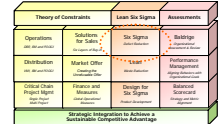


Lean Six Sigma Services – Six Sigma

The implementation of a Six Sigma program achieves results through the identification, root-cause analysis, removal and prevention of defects in the system. Defects are prevalent in any system – whether it be in transactional business, manufacturing businesses, and/or retail businesses. By focusing on the reduction of defects, we can achieve a higher level of performance, increase profitability and provide better customer service.

The WHY! Company Can Help You -

- ✓ Develop yellow belts, green belts, black belts and champions
- ✓ Establish and set your leadership team up for success
- ✓ Identify opportunities and quantify the project pipeline

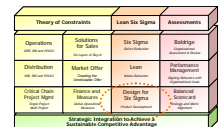


Lean Six Sigma Services - Lean Enterprise

The implementation of a Lean Enterprise system achieves results through the identification, removal and prevention of waste in the system. Waste is prevalent in any system – whether it be in transactional business, manufacturing businesses, and/or retail businesses. The Lean method employs a number of different tools and methods to enable organizations to achieve better operational performance, increased profitability, and happier customers.

The WHY! Company Can Help You Achieve –

- ✓ Develop your Lean practitioners
- ✓ Establish and set your leadership team up for success
- ✓ Identify opportunities and quantify the project pipeline

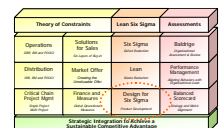


Lean Six Sigma Services - Design for Six Sigma Services

The implementation of the design for six sigma services helps prevent defects by designing manufacturability into the product and/or service when it is being developed. The design process can also be utilized successfully in the development of service-based products – such as a new insurance product being brought to the marketplace. By focusing on the prevention of defects in the development process, an organization can achieve better operational performance, increased profitability and better service to the customers.

The WHY! Company Can Help You Achieve -

- ✓ Define the product development process
- ✓ Prevent defects through better development
- ✓ Improve key operational results



Organizational Assessments – *Baldrige-based Assessment Services*

The Malcolm Baldrige National Quality Award is recognized as the highest honor a company can achieve for performance excellence in America. There are seven Baldrige categories include Leadership, Strategic Development, Customer Focus, Human Resource Focus, Process Management, Measures and Knowledge Management, and Results which interact within the Baldrige model to create sustainable performance within the organization’s market environment. Within the Baldrige criteria there is 1,000 point scale and an assessment and scoring process that we utilize to provide feedback within a range relative to the 1,000 point scale. Through the scoring process, we identify strengths and opportunities for improvement that provide the basis for an improvement plan that achieves results.

The WHY! Company Can Help You –

- ✓ Assess your business against a proven standard
- ✓ Score and list of strengths and opportunities for improvement
- ✓ Create an improvement plan that achieves results.

Theory of Constraints	Lean Six Sigma	Assessments
Operations (60-80%)	Solutions for Sales (20-40%)	Six Sigma (20-40%)
Distribution (40-60%)	Market Offer (20-40%)	Lean (20-40%)
Product/Chain Project/Target Cost/Profit	Finance and Measures (20-40%)	Design for Six Sigma (20-40%)
Strategic Integration to Achieve a Sustainable Competitive Advantage		

Organizational Assessments – *Performance Management Services*

Every organization is dependent on its people to work together and achieve results. In order for an organization to achieve high performance, it is important that each individual understand how their individual performance contributes to success of the entire system. This requires that each person have a clear line of sight to the goals the organization is trying to see, a clear understanding of their individual roles in achieving these goals, and a basis for assessment that allows for continual personal development. Within the levels of management, we must tie a clear string from the strategy of the organization to the individual performance carried out daily on the job.

The WHY! Company Can Help You –

- ✓ Identify the string from strategy to daily performance
- ✓ Develop a customized performance management system
- ✓ Achieve better operational and financial performance

Theory of Constraints	Lean Six Sigma	Assessments
Operations (60-80%)	Solutions for Sales (20-40%)	Six Sigma (20-40%)
Distribution (40-60%)	Market Offer (20-40%)	Lean (20-40%)
Product/Chain Project/Target Cost/Profit	Finance and Measures (20-40%)	Design for Six Sigma (20-40%)
Strategic Integration to Achieve a Sustainable Competitive Advantage		

Organizational Assessments – *Balanced Scorecard*

Though most organizational leaders understand the importance of happy people and happy customers, their focus tends to be on financial performance. One way to provide a balance in the focus of the leaders is to provide a balance in the measures and metrics they utilize to assess the performance of the business and be better positioned to make good decisions. The balanced scorecard, first proposed by Kaplan and Norton and provides a framework to balance the measures around four views - financial, operational performance, customer and learning/innovation (people). These measures must be tied to to the strategy of the organization and scaled through the various levels of management.

The WHY! Company Can Help You –

- ✓ Establish your balanced scorecard
- ✓ Scale it through the operational levels of management
- ✓ Ensure that it drives strategy and produces results

Theory of Constraints	Lean Six Sigma	Assessments
Operations (60-80%)	Solutions for Sales (20-40%)	Six Sigma (20-40%)
Distribution (40-60%)	Market Offer (20-40%)	Lean (20-40%)
Product/Chain Project/Target Cost/Profit	Finance and Measures (20-40%)	Design for Six Sigma (20-40%)
Strategic Integration to Achieve a Sustainable Competitive Advantage		