

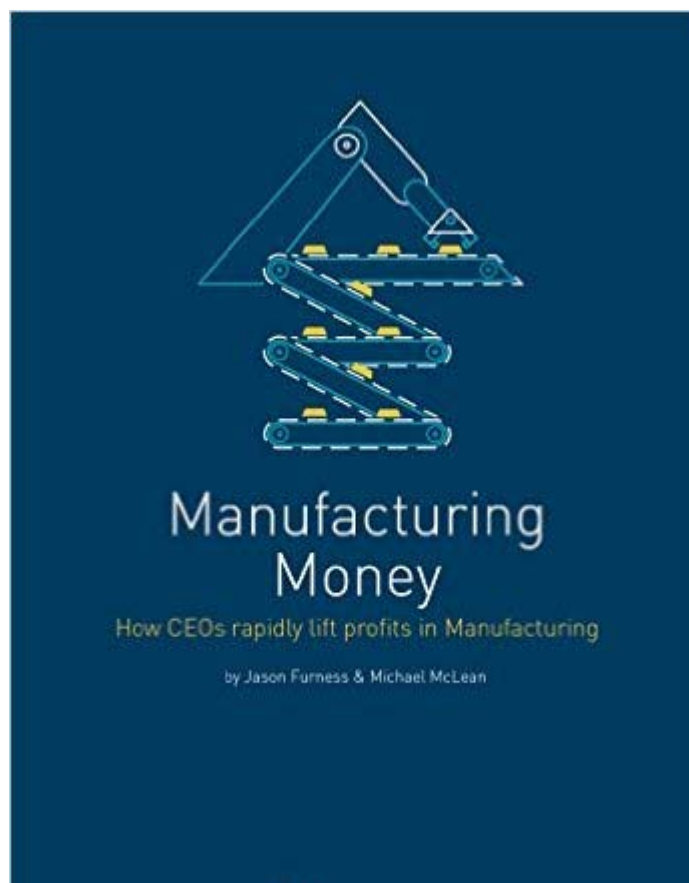
Manufacturing Money | Quality Digest

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How CEOs can rapidly lift profits in manufacturing

(Manufacturship: Green Hills, New South Wales) -- Despite popular opinion, manufacturing in Australia is far from doomed, but it does need help. One way to address the issue, as academic studies report, is to spend more money on educating a workforce that is better suited to meet today's technologically advanced manufacturing requirements. But manufacturing companies, especially small and medium enterprises, don't have 20 years to wait for a major change driven by the academic system.

[Manufacturing Money: How CEOs Rapidly Lift Profits in Manufacturing](#), by Jason Furness and Michael McLean (Amazon Digital Services, 2015) details how manufacturing companies can create bright and profitable futures if they change the way they look at and drive the profit motive of a business. *Manufacturing Money* outlines the steps and analysis a company must perform to become globally competitive in a short time frame.



Manufacturing in the developed world is an industry under extraordinary pressure from a competitive global marketplace. Disruptive technological changes along with global financial uncertainty add to the challenge. Yet the global economy also provides many opportunities for companies to show their brilliance on the world stage and generate massive profit growth. *Manufacturing Money* shows how companies have rapidly changed their performance by working with their existing managers, employees, systems, and suppliers, without investing large amounts of precious cash.

With more than 60 years of experience between them, the authors share the stories, approaches, and activities that have been tried and tested. These approaches have influenced thousands of people across the businesses they have worked in and consulted for, and generated millions of dollars in extra profits.

“The people within these businesses have created more fulfilling lives at work, developed their own careers, and have been able to go home at the end of the day with more energy to spend with their families,” says Furness.

These approaches have worked all over the planet, across many industries, and for businesses both small and large. The approaches transcend language and cultural barriers because they are universal.

Furness and McLean show you how to assess where your business performance currently sits, what an aspirational improvement may look like, and then what actions you need to take to move toward achieving that higher aspirational level of performance. Case studies in the book describe how companies achieve a turnaround in two days, even while the consultants are onsite.

Both Furness and McLean are regular speakers at industry events and conferences. They have held management positions in blue chip companies such as General Motors, Electrolux, Comalco/Alcan, Wrangler, and STC-ITT. Furness and McLean have 35 years of consulting experience between them and have consulted for hundreds of clients.