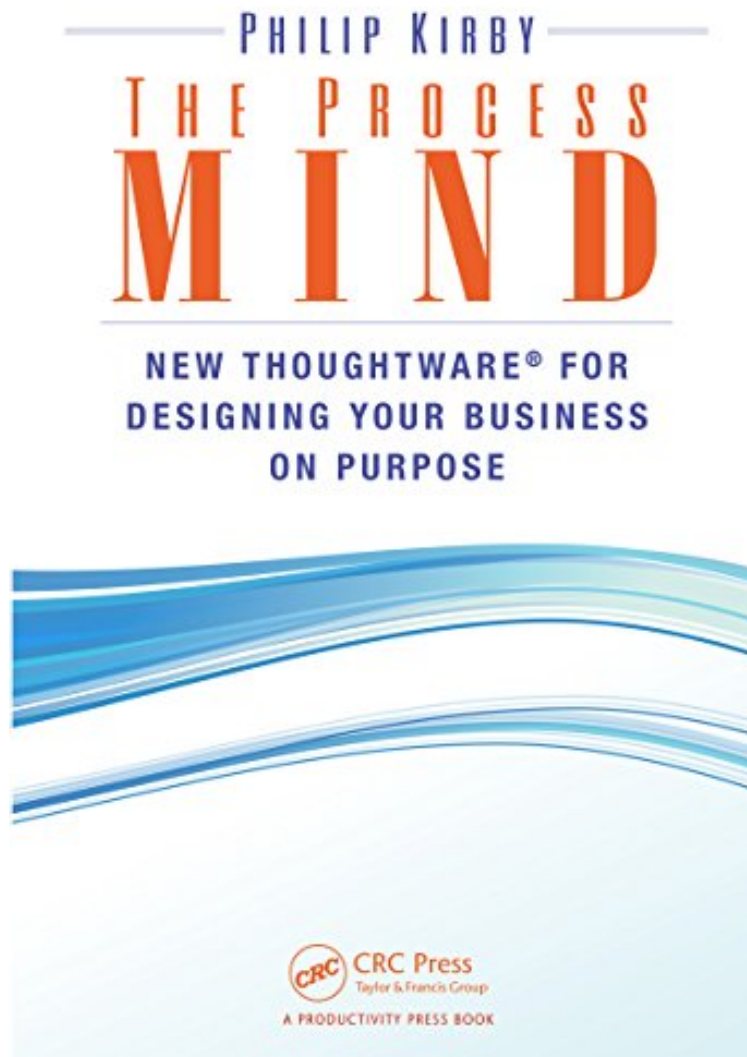


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What if you could double your productivity without additional capital investment? What if you could outperform your competition by changing the way you think? What if you could be fast, flexible, and low cost? In *The Process Mind*, Philip Kirby not only opens your mind to these possibilities but shows you how it is done. The book emphatically makes the case that the new thoughtware; of process thinking is imperative if you are to compete in the twenty-first century. Business performance is rooted in your processes, and superior performance depends on how you think about and run these processes. To improve and sustain performance, you need a process mind. With game-changing thinking, thought-provoking principles, and eye-opening examples, Kirby brings to life the operating intelligence of a process mind and demonstrates why process is the most innovative product you can build. This book covers the downside of old thoughtware and the upside of new thoughtware. It sets out the principles on which thoughtware operates, describes its application at every level of work, and illustrates the impact of new thoughtware with real-life examples and case reports. Kirby presents insights gained through decades of successful implementation of new thoughtware practices across North America, Europe, Asia, and Australia. Kirby's track record is so exceptional that by following the proven concepts discussed in this book, you can expect a 50 percent improvement in performance. The game-changing principles and practices covered in this book, from the shop floor to the corner office, make it a compelling and inspiring must-read.

We wanted to take our success to a new level and continue to improve WestJet's on-time performance critical in the airline industry. Phil Kirby and new process thinking have been instrumental in helping us achieve higher performance. A must-read for anyone who wants to find the only 'sustainable improvements in their business. Brigid Pelino, Executive Vice President People and Culture, WestJet Airlines *The Process Mind* sets out the invaluable thoughtware you need to rejuvenate and revolutionize your organization. It's a must-read you owe it to your teams! Tony Soumas, Director-Distribution Operations and CI Strategy Consultant, Tim Hortons Inc. About the Author Phil Kirby is a recognized expert on Continuous Process Improvement. Known as "The Process Guy," Kirby has more than two decades of extraordinary operations management, business coaching, and consulting experience in all business sectors around the world. He has helped hundreds of companies of all sizes from SMEs (small- and medium-sized enterprises) to Fortune 500s discover their hidden treasure and save billions of dollars. His engaging presentations inspire audiences worldwide. Kirby believes your business can be not only fast, but flexible, and low cost. The secret is to focus on your process, not your product or service. He is the author of several books, including *Thoughtware: Change the Thinking and the Organization Will Change Itself* (Productivity Press, 1997) and *The Future: You Can't Get There from Here* (OTI Inc., 2004). He is the founder and CEO of Organization Thoughtware International, Inc. based in Guelph, Ontario, near Toronto, Canada.