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**Business Improvement Expert and Best Selling Author,
Dr. Eli Goldratt, to Speak in Toronto During Global Tour**

Dr. Eliyahu M. Goldratt will be presenting his *Viable Vision* Offer Event at the Sheraton Centre Toronto Hotel on September 26, 2006. Toronto is among one of the few North American venues for Dr. Goldratt's presentation this year. He traveled to China and India in June and will go to Mexico and Brazil in September.

Dr. Goldratt is lauded as the father of the Theory of Constraints (TOC), a strategic approach to achieving performance breakthroughs in large, complex environments with high degrees of uncertainty. TOC focuses on improving throughput, reducing inventory, and increasing sales and profits. Dr. Goldratt introduced TOC in his best selling book, *The Goal*, which has sold over 4 million copies worldwide. *The Goal* has been translated into Spanish, Russian, Indian, Chinese and Japanese and is required reading in major business schools around the globe. Thousands of organizations have proven the validity of Goldratt's concepts by implementing TOC-based operations improvements and achieving significant results without assuming unacceptable risks.

Viable Vision is Dr. Goldratt's newest innovation designed to help companies get the maximum financial payback from their TOC-based improvements. Dr. Goldratt's latest research indicates that organizations can only do so when the entire enterprise, including the executive staff, is engaged. *Viable Vision* is the comprehensive step-by-step procedure Dr. Goldratt has developed to accomplish this.

Executed through an organization's management team, the *Viable Vision* process promises significant financial results beyond what a company could expect from just implementing TOC improvements within individual operations or departments. Says Dr. Goldratt, "When I do a *Viable Vision* analysis with a company, I am satisfied only when I see how it can, in less than four years, grow net profits to be equal to current net sales."

During his *Viable Vision* Offer Event, Dr. Goldratt will explain the step-by-step analytical process participating companies will undergo to determine how to achieve this exponential profit growth.

The global *Viable Vision* Offer Event schedule and registration for Toronto or future events is available online at www.media2.goldratt.info.