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The BOOK that inspired me

Atul Kunwar / New Delhi October 3, 2006

I think the USP of The Goal is its holistic approach. It can be applied to all facets of life, whether personal or professional.

While reading this book, I realised that I had been intuitively using the techniques mentioned in it, but The Goal elucidates the theory effectively. It addresses problems differently.

The Goal explains how every system or process has constraints when in operation, how to minimise inventory and operational costs and how to maximise throughput (although not necessarily efficiency). Thus, the authors —Eliyahu M Goldratt and Jeff Cox — explain how to achieve break-through improvement.

It is extremely essential to realise when to enable and disable various systems. It is a process of continuous improvement and real time business. We apply these principles at TransWorks too, at the operations level.

Every associate is trained to identify that inventory and operational expenses cannot be increased unless throughput increases. This enables them to make good decisions directly at the micro level, in a simple manner. The results: extremely effective utilisation of resources and delighted customers.

Atul Kunwar, *CEO, TransWorks*

THE GOAL

Authors: Eliyahu M Goldratt and Jeff Cox

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