

Brought to you by www.ScienceofBusiness.com, the site with all your Goldratt Theory of Constraints information – books, self learning materials, [Dr Lisa](#) products, speaker information

Science of Business Goldratt Implementation Group US

Friday October 20, 2006

New business style makes way into Malaysia

By **NICK LEONG**

nick_leong6666@thestar.com.my

PETALING JAYA: A revolutionary way of management, claiming to produce significantly better results than conventional systems like Six Sigma, Just In Time, Total Quality Management and Lean, will be introduced to the country soon.

Called the Theory of Constraints (TOC), it is used by multinational corporations like General Motors, Boeing, Motorola, Rockwell International, Unilever and Lucent Technologies, and has proven to yield results immediately upon implementation.

TOC expert Paul Irbins said the method could be implemented in companies of all sizes and they did not have to wait a month or a year to see the results.

“In any company, there is always a section or department which prevents the company from maximising its full potential.

“The logic behind TOC is simple, and that is to focus on the weakest link. It is not about what we can do in the next fiscal year but what is it that is preventing us from achieving more profit today,” he said in a telephone interview from Latvia on Wednesday.



Paul Irbins

Irbins said a study by *Association for Operations Management* magazine in May showed companies which practised TOC was 20 times as effective as Six Sigma and nearly 10 times more effective than Lean in cost savings.

“With TOC, companies can save money by reducing inventories or money stuck in the system by half.

“Companies can also cut lead time - the period between order and delivery - by half without additional investments,” he said.

Although TOC was developed for profit-based companies, Irbins said it was equally relevant and applicable for non-profit and service organisations.

Irbins will lead a TOC workshop in Kuala Lumpur on Nov 27.

Brought to you by www.ScienceofBusiness.com, the site with all your Goldratt Theory of Constraints information – books, self learning materials, [Dr Lisa](#) products, speaker information

Science of Business Goldratt Implementation Group US

Empower Management director Chua Yin Li said the two-day workshop would include group activities, case studies and exercises.

She said chief executive officers, production managers, production planners, IT specialists, engineers and plant managers should attend the intense and practical workshop.

To enrol, contact 03-4021 6000.