



### Event Description

In this highly interactive presentation, “Dr Lisa” Lang engages the group in discussion and hands-on participation to discover how to LEVERAGE their existing resources using the Theory of Constraints to maximize profitability. An approach to developing a “Mafia Offer” and to achieving rapid sustainable growth (a Viable Vision) is discussed, along with:

- How to make management decisions that are aligned with profitability goals
- How to increase profitability by increasing capacity with no corresponding increase in expenses or capital investment
- How to create a “Mafia Offer” that allows this newly created capacity to be sold

Dr Lisa provides a unique, counter-intuitive perspective based on scientific methods, causing participants to challenge their current assumptions and think bigger. Participants will learn to make decisions and strategic plans that are aligned with maximizing profitability.

The value to participants will include:

- Improved understanding of how to leverage their constraint and existing resources to drive profitability
- 4 metrics and 3 decision rules to make day-to-day and mix decisions that maximize profitability
- How to have the biggest and quickest impact with their Lean and Six Sigma efforts
- The guidelines and examples for creating a “Mafia Offer” – an offer that is so good your customers can’t refuse it and your competition can’t or won’t offer the same.

If you are frustrated with your profit level and are tired of playing Whac-A-Mole, then this event is for you!

Biography: “Dr Lisa” Lang, is the President of the Science of Business, a consulting firm specializing in helping companies to achieve bottom line results. She has served as the Global Marketing Director for Dr Eli Goldratt, father of Theory of Constraints and author of The Goal. Dr Lisa has a PhD in Engineering from the University of Missouri – Rolla and is one of the few TOCICO certified experts in Theory of Constraints worldwide. In addition, Dr Lisa specializes in job shops (highly custom types of businesses) and applying TOC to sales and marketing, having developed the Mafia Offer Boot Camp. Before becoming a consultant, Lisa was in operations, strategic planning, purchasing, R&D, distribution, quality, IT, and finance while working for Clorox, Anheuser-Busch and Coors Brewing. In addition to consulting, Dr Lisa is a highly sought after international speaker on maximizing profitability.

Science of Business – Applying science to your bottom-line!

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