

G O L D R A T T
W O R L D T O U R 2 0 0 1

DR ELI GOLDRATT
author of 'The Goal' and Critical Chain'



Dr Eliyahu M Goldratt

presents

Necessary and Sufficient

during the European leg of the

Goldratt World Tour 2001

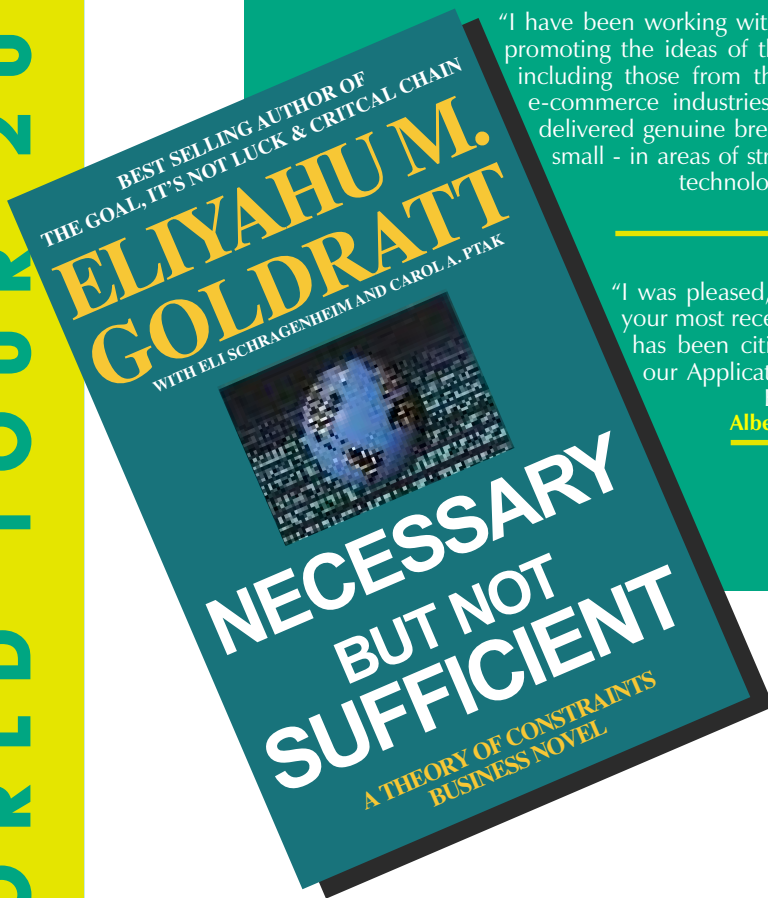
**"What you should be demanding
from your IT provider and how to get it"**

"I have been working with Dr Goldratt for the last 15 years, developing and promoting the ideas of the Theory of Constraints with a number of clients, including those from the manufacturing, services, health, high tech, and e-commerce industries across the globe. The approach has consistently delivered genuine breakthroughs in performance for companies large and small - in areas of strategy, operations, project management, information technology, research and development, marketing and sales."

Alex Knight, Director of Consulting, Ashridge

"I was pleased, but not at all surprised, to see the rigorousness of your most recent work - Necessary and sufficient. After all, Gartner has been citing your work since the early 1990s -especially in our Applications Development and Management Strategies and Business Process Re-engineering research practices."

Albert F. Case, Jr., President, Gartner eMetrix, Gartner Group



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EUROPE - MAY - JUNE 2001

Goldratt

simple, powerful and...
common sense solutions

You are invited to join Dr. Eliyahu M. Goldratt on the European leg of his 2001 World Tour. He details the 'classic' mistakes of IT implementation and management, addressing a number of urgent changes needed now.

He shares a vision of his new ground-breaking TOC (Theory of Constraints) approach, 'Necessary & Sufficient', detailing how IT systems, software and support must adapt to ensure that companies will finally be able to see a **'real'** bottom line return on their IT investment. As Eli says, "The vast

majority of Company Directors haven't seen enough payback from their IT investments, information systems or e-strategies, and they're getting impatient now. They won't wait any longer."

The World Tour will reveal the level of support already received for Dr Goldratt's plan. 'Necessary & Sufficient' is backed by US & Europe's leading IT system, software and consultancy groups. See for yourself how his revolutionary 'no-nonsense' approach will bring about irreversible change in the way we do business.

the mysteries

who should attend?

- * Company directors who have invested significantly in IT systems and e-strategies without a significant return on investment
- * Directors or Department Managers in IT, Finance, Marketing, Distribution, Operations, Engineering, HR etc.
- * Senior managers developing business strategies for improving performance
- * Software developers and distributors concerned about the future of their sector
- * Theory of Constraints practitioners

1

In 1998 there was heavy emphasis on ERP computer software for organisations. ERP organisations effortlessly raised huge sums of money. However within 18-months, investors weren't as keen to invest in ERP firms.

What caused a radical change in attitude?

2

As market forces increased, business demanded a quicker and more accurate method of gathering and analysing information. ERP promised to deliver the solution but the installations haven't fully matched the expectations of companies.

Why is this the case?

3

As supply chains and business to business became more important why haven't we seen any significant change in the way we do business, especially when we have more powerful technology.

What lies behind the lack of change?

"an iconoclast"
The Economist

"a genius"
Business Week

"a guru to industry"
Fortune Magazine

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Registration form

for additional registrants please copy form

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Please tick the seminar that you are attending

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23rd May 2001

Amsterdam
13th June 2001

Prague
3rd Sept 2001

Paris
6th Sept 2001

Frankfurt
10th Sept 2001

Madrid
18th Oct 2001

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Inter Continental Frankfurt
069 2605 2339

Prague - Sep 3

Prague Marriot Hotel
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Madrid - Oct 18

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Paris - Sept 6

Hotel Royal Monceau
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Registration for ALL seminars 8:15 - 9:00

Seminars commence at 9:00

I require a vegetarian lunch

Do you have any disabilities that require special assistance? (Please detail any needs below)

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Group booking (11-20) € 595 (euros) Europe, or UK £ 400 (London only)

TEAM FORMS MUST BE MAILED / FAXED AT SAME TIME

Payment information

All payments must be made in €(euros) except for the London event (payable in UK £)
Payment Methods please tick box

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