

The Jonah Program

The premise of the Jonah Program is that there is a dire need to improve. Because improvement implies change, each key decision maker must address the following issues of change for his area of responsibility:

- What to change
- To what to change
- How to change

These issues manifest themselves into identification of the root problems, deriving good solutions, and constructing a practical implementation plan.

The Jonah Program integrates the solutions into a cohesive strategy that becomes the logical framework for the direction of the company in the future.

This means that he assumes the roles of tutor, mentor, consultant, and friend. A considerable amount of time is spent outside of the scheduled sessions to assist anyone having difficulty in applying logic to the issues of change. This can also include any time required in the customizing of the “school” solutions (drum-buffer-rope, distribution, scheduling, sales / marketing, etc.) to the various sites. This commitment applies during the “life” of the Jonah Program and to a lesser degree after the course is completed. We don’t stop caring once the scheduled sessions are concluded. There are a number of ways to continue the relationship on a win – win basis on a more intensive basis if need be.

Each participant will be required to spend a significant amount of time between the sessions constructing the logic relative to the issues of change. They will then be required to communicate this logic to the class. Opinion will get cut to shreds. Common sense logic will prevail, the net result being acceptance by the rest of the team because “it makes sense”. Logically resolving the issues transitions the team from a confrontational aura to a collaborative, logical attack of the problem.

Each participant will learn how to think in a more powerful, methodological way. This learning can quickly be applied to his area of responsibility. The integration and commonality of this thinking will result in significantly increasing the competitive edge of his organization.