

# Preface

What is this book all about? We'll show you how to improve — even double — warehouse productivity through workforce resurrection. Forgive the somewhat flamboyant term, but we needed a visionary idea and workforce resurrection precisely targets the principles we want to discuss in this book. Many of these core ideas have been in vogue for quite a few years now — such as gainsharing — while other concepts like goal setting on steroids (shooting for the stars while hoping to hit the moon) have been an intuitive part of managerial practices ever since the first Sumerian businessman logged an oxen sale on a cuneiform tablet.

Yet many businesses flounder or fail with their blue-collar incentive plans, while managerial goal setting goes through two or three iterations each decade (a current example is “Good to Great”) with an equal amount of buzz words. If all this is indeed true, what then does *Warehouse Productivity* bring to the table? What new techniques or notes do we add to the cacophony of business advice available on the market today?

The brand new material in *Warehouse Productivity* deals primarily with the refinement of those plans mentioned above. We'll demonstrate how to create a surefire successful implementation. The difference between mediocrity and great success often lies in the details. The goal of this book is to demonstrate methods that will enable your company to see where productivity levels can go if the right formulas, processes and strategies are put into place. Why have a handful of companies hit grand slams with gainsharing or profit sharing, while most companies attempt these innovative programs with much fanfare only to quietly abandon them later? Why do some managerial teams set and hit goals of 30% or 40% increases in productivity, while most companies start their goal setting each new fiscal year by looking first at the inflation rate from the prior year?

We'll provide simple answers to these questions and easy techniques to make the execution of pay-for-performance and goal setting plans significantly more successful. *Warehouse Productivity* illustrates the refinements of these plans, along with some unique twists in application, while also pointing out the pitfalls and landmines. Properly applied, the principles in this book will demonstrate that any workforce can readily resurrect and come alive with profitability.

When you put it all together, the system we're about to describe overcomes the latent

tendencies of many business people while harnessing the self-interest of the workforce. Respectfully we point out: Many managers tend to be mathematicians, and most business plans are constructed primarily with numbers. Not that math is bad — but numbers often fail when trying to measure people’s discretionary work decisions and output. The Simplified Gainsharing method described in this book overcomes this and works well because it mimics the free enterprise system itself, where an increase in an individual’s work effort is linked directly to an increase in earnings.

Our system provides an unstoppable impetus to create significantly enhanced profits. So where the actual components we’re about to describe might appear elementary, it’s the impetus and avoidance of managerial pitfalls that we believe are brand new. Many leaders of companies employing blue-collar workforces believe there is not much room left in discretionary productivity; we hope to prove in this book there’s tons of room left.

As an aid, we’ve posted rules throughout the book to encapsulate our principles for either a quick refresher of the book or to help you prepare your own speeches and presentations.

So get ready to take a fresh look at your own workforce — we think there’s a lot of new life to be easily injected into it!