

What the leaders say

JARA delivered a simple message to senior executives at the Paris Air Show this June:



Even with world class management systems, people are not focusing enough time on core wealth creating activities, and this is revealed in JARA's own data which indicates that the proportion of overall time spent on core tasks can be as low as 20% to 30%.

The issue of slow execution rate revealed by our numbers was immediately recognized by the executives we spoke with – some of the industry's most senior managers. In a few cases the data was even regarded as too optimistic. When it came to a remedy, there was strong support for our message of disciplined structure, shown by the fact that we have follow-on actions with over 90% of the executives we met. This support ranges from post show meetings to learn more about how Structured

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Leadership drives the financials, to request for proposals and new contracts agreed at the show.

Feedback headlines

In response to the numbers presented, Dr. Richard Greaves, Group Technology and Engineering Director for Meggitt PLC the global engineering group commented, “In some areas it is better but the reality is that in some areas, it's worse than that.”

Lorraine Rienecker, Executive Vice President of for Strategy, Sales and Marketing, also with Meggitt commented: “We need to continue to drive the current activity within strategy, sales and marketing and I can see further points at which we can use this approach to improve effectiveness in other areas of the group”.

Supply Chain Leader Irshad Booley from defence giant BAE Systems needed no convincing on our data adding: “I see that Structured Leadership could be a key enabler for companies to progress in supply chain excellence.”

Pro Mexico, the Mexican government's body which works to attract investment and expand Mexican companies into foreign markets, said: “JARA and Pro México plan to conduct a joint effort over a series of major trade shows to demonstrate how lead generation effectiveness can be systematically and sustainably improved using JARA's Structured Leadership approach.”

Paul Raudenbush, Vice President and Division Leader with Haskell, America's design-build leader, was interested in the significant potential revealed by the numbers explaining: “Executives want to know what is possible in their manufacturing and engineering operations and Structured Leadership could provide the visibility they need to see things differently. I repeatedly hear that question from our customers

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and the answer is usually complicated and often generates more questions than answers because of the multiple variables. It takes discipline and structure to answer those questions, that's why I like JARA's approach.”

Frank Power, CEO Sonfarrel Inc. on agreeing a new contract with JARA at the show for a full strategy, sales and marketing program said: “We want to be at the front of the pack. Using the JARA model on Structured Leadership combined with a total commitment from my organization, I have no doubt that our people will be leading from the front.”

Inevitably, not everyone we spoke to was convinced on the day, but we have

enormous respect for the managers who provided alternative views. Feedback from different schools of thought is invaluable to us.

The main alternative position advanced could best be characterized as high performance stems from recruiting high caliber staff and matching them to the right roles within the organization – a reasonable approach, one we would enjoy discussing again in the future.

Another view was that ‘pure strategy’ still has a higher impact on business failure than the rate that strategy is implemented. In response, JARA's CEO and founder Jamil Rashid explained “We were not expecting to convince everyone at the show of the need for

Structured Leadership, but it is important to realize that our approach is not an alternative to solutions like restructuring, recruiting good people and defining high level strategy. Rather it compliments them. If everyone is trying to do the same thing, what's your competitive advantage?”

Summing up

Executives across the globe recognized the issues behind our numbers and the scale of the opportunity for growth this presents. Structured Leadership continues to support profitable growth in businesses looking to create extra levels of focus with their organizations. If you want to find out more how Structured Leadership can help you focus on core activities to drive business improvement, email: enquiries@jara-management.com.