
























Zenda Crowley

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Sent: 22 December 2008 16:30
To: Colm Hyland
Subject: Hosca Newsletter - Lessons from 2008

	<h2 style="text-align: center;">Hosca Management Consultants</h2>	 <p style="text-align: right;">WE SEE THINGS FROM THE CLIENT'S PERSPECTIVE</p>														
December 23, 2008	VOLUME 1, NUMBER 3															
<table border="0"> <tr> <td>Happy Christmas</td> <td></td> <td>Nollaig Shona Duit</td> <td></td> <td>Froehliche Weihnachten</td> <td></td> <td>Feliz Navidad</td> <td></td> <td>Wesolych Swiat Bozego Narodzenia</td> <td></td> <td>kurisumasu omedeto</td> <td></td> <td>Kung His Hsin Nien bing Chu Shen Tan</td> <td></td> </tr> </table>			Happy Christmas		Nollaig Shona Duit		Froehliche Weihnachten		Feliz Navidad		Wesolych Swiat Bozego Narodzenia		kurisumasu omedeto		Kung His Hsin Nien bing Chu Shen Tan	
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<p>"When you lose, don't lose the lesson" - Dalai Lama</p>																
<p>At this time of the year, it is always useful to reflect on what has happened over the last few months and what next year might bring.</p>																
<p>2008 has been a difficult year for many people in business but let's not lose the lessons that the economic changes have brought to Ireland and the World. We have learnt the following lessons and feel that all of these need to be applied in the New Year.</p>																
<p><u>Lesson 1 - Customers are always right!</u></p>																
<p>Our customers constantly tell us what they want from us, our job is to respond to their demands and provide products and services that meet their needs. This means listening and understanding what they actually want and not what we think they want.</p>																
<p>Many of our current problems in all sectors of business can be traced back to not listening and presuming that we know better than the people who are paying us.</p>																
<p><u>Lesson 2 - Where is the plan?</u></p>																
<p>Our employees are smart. We often hire exceptional people and wonder why they are not giving their best. People need focus; we all need to be part of something and understand where we fit in.</p>																
<p>Generally, employees know the answers to the problems because they listen to the Customers and understand what needs to be done. Management's job is to look after the people who look after Customers by educating, training, assisting and letting them do the job.</p>																
<p>With every head you get a brain, they just need to be aligned, engaged and trained when they need it. Your people are the resource you need to get through the difficult times.</p>																
<p><u>Lesson 3 - Measurement is still the key</u></p>																
<p>Meeting the Customers demand is critical. When we fail, measuring what went wrong is vital to preventing a re-occurrence. Data always has been and always will be king. The old adage remains constant, 'if you can't measure it, you can't manage it.'</p>																
<p>Gathering data to identify problems and improve processes leads to leaner, cheaper and better service.</p>																
<p><u>Lesson 4 - Knowledge is forever and for everyone</u></p>																
<p>Many clichés have been thrown about concerning Knowledge Workers and Knowledge Economies, as if it is something different from what we have been doing. Its not, knowledge is there to be shared through whatever means we can employ. Technology has improved storage and access but we still need to educate and train our people.</p>																
<p>If this downturn gives us more time to consider business needs, we need to prepare for the upturn by making sure that trainers are trained in the knowledge and skills required to meet the future challenge and ready to up skill our employees.</p>																
<p><u>Lesson 5 - Lean is not Mean</u></p>																
<p>A Lean Business does not necessarily give a Mean Business. Lean is a philosophy that has evolved from Total Quality and got much smarter, Lean focuses on doing the right things right. It embraces employee involvement by applying common sense solutions. It focuses on where we can increase the value of a product or service and minimise the costs. Lean is not a panacea for organisations but it is a method of increasing the value and reducing cost by tapping into front-line employee's knowledge. It is as applicable to the public sector as it is to Manufacturing where it started.</p>																
<p><u>Lesson 6 - Technology is a Tool</u></p>																
<p>The last few years have seen faster deployment of Technological applications than ever before. A revolution like Web 2.0 produced more and more applications and services around the internet's features. This will continue unabated. Most of us do not need to understand this technology but we all must understand its applications and consequences. The proliferation of applications on the web and its use as a platform has flattened the world in terms of business competitiveness.</p>																
<p>We need to keep ourselves informed and using the best of the tools that Technology delivers. International competitors are and will continue to do so. This is one of the key sources for improvement and innovation and needs to be an integral part of work practices to keep us abreast and ahead of the competition.</p>																
<p><u>Lesson 7 - Green for All</u></p>																
<p>The green agenda has become suspiciously main-stream. In Ireland, Environmentalists have joined the Traditionalists in a Coalition Government. What was once considered on the edge has moved to central policy. This is part of a growing trend worldwide. Business has slowly started to look at Energy Management. Proposed moves in the new Administration in the U.S. will accelerate this and start to tackle the new paradigm of Energy and Climate.</p>																
<p>This now needs to be part of our strategies in the future. It presents unbelievable opportunities for innovation.</p>																
<p><u>Lesson 8 - Leadership</u></p>																

Leadership in the Western World in the last year seems to have drifted away. The media has played its part in "awfulizing" every piece of news. Many people have stopped reading papers, listening to the radio or watching television, they can't take much more of the depression associated with the recession.

However, many leaders continue to function outside the media attention and will survive the current crisis and grow in strength. These people are both emotionally intelligent and analytical. They have many things in common; they are audaciously positive and optimistic. We need a heavy dosage of this plus the energy and persistence to overcome the issues confronting us. We need to skill our young Leaders now to prepare for the future, thinking strategically and creatively is critical.

Conclusion

Sometimes not getting what you want is considered to be a stroke of luck. At home, the Celtic Tiger seems to have run its course. 2009 will be a tough year for many businesses.

Hosca will continue to listen to its Customers and work with them to find lasting solutions to the problems presented. We have started to change our offering to reflect the Lean and Green agenda and will be communicating these to you through this newsletter, emails and our webpage www.hosca.ie

To our Customers, thanks for your continuing support. To our new Customers, look forward to meeting you and discussing your needs.

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*We're on the
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The [HOSCA](#) library has recently opened and is powered by Amazon!

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