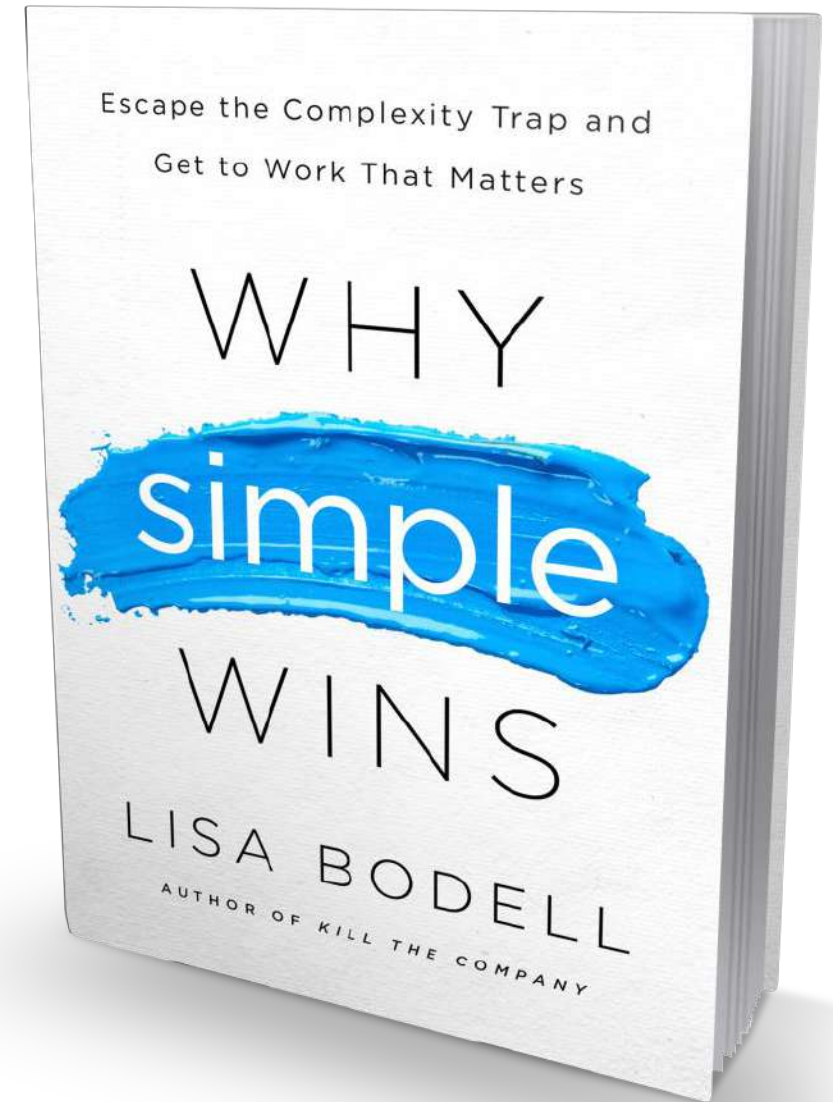


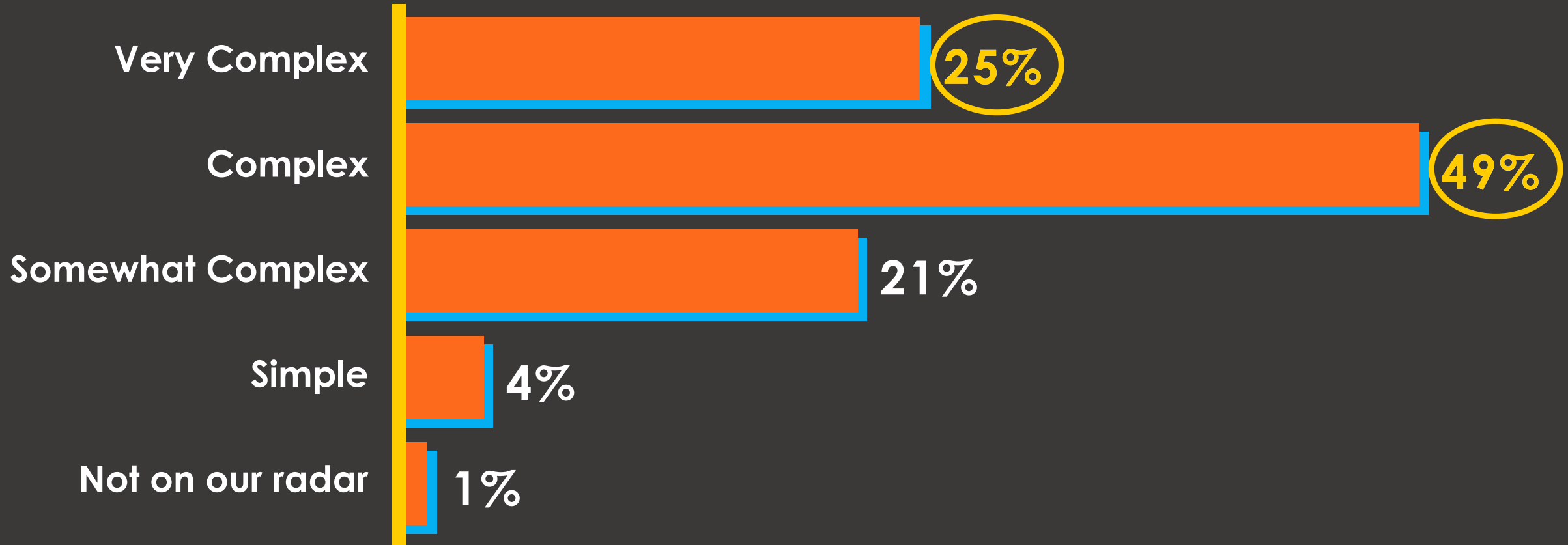
WHY SIMPLE WINS

Lisa Bodell
CEO, futurethink
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COMPLEXITY IS OVERWHELMING US

Respondents assessment of their workplace complexity



Note: percentages may not total 100 percent due to rounding.

SOURCE: Deloitte University Press, DUPress.com



COMPLEXITY AT WORK

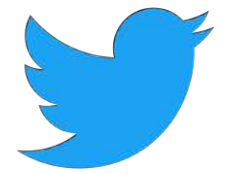
IS DESTROYING OUR ORGANIZATIONS

SPEED > SIZE

BILLION DOLLAR BUSINESSES <15 YEARS OLD



UBER

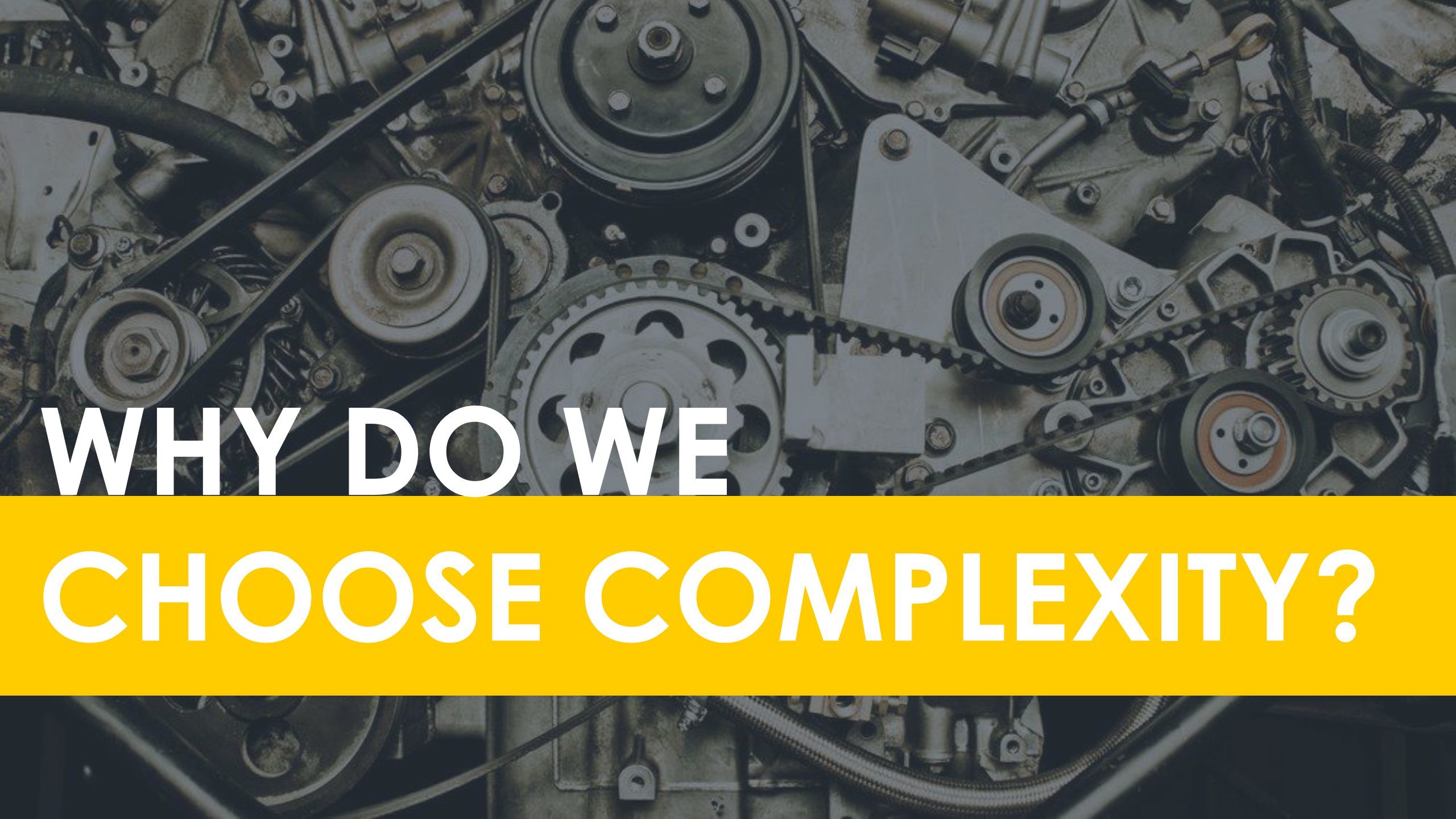


KICKSTARTER



NETFLIX





WHY DO WE

CHOOSE COMPLEXITY?

THE COMPLEXITY TRAP

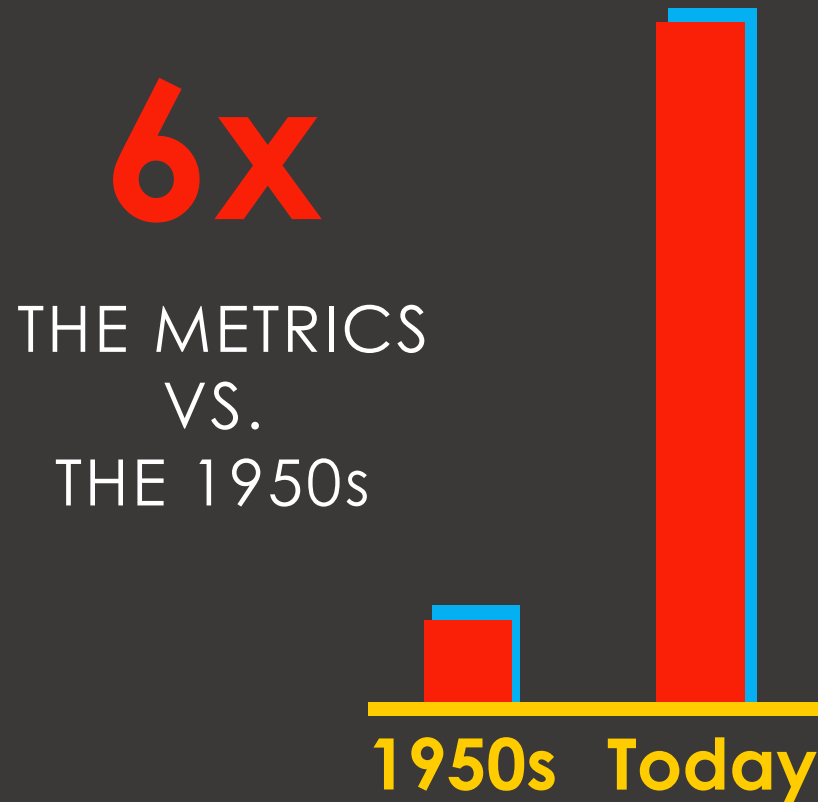


MORE vs. VALUABLE

DOING vs. THINKING

INTERNAL vs. EXTERNAL

COMPLEXITY AS OUR NEW OPERATING SYSTEM



50-350%

INCREASE IN
GOVERNING
STRUCTURES

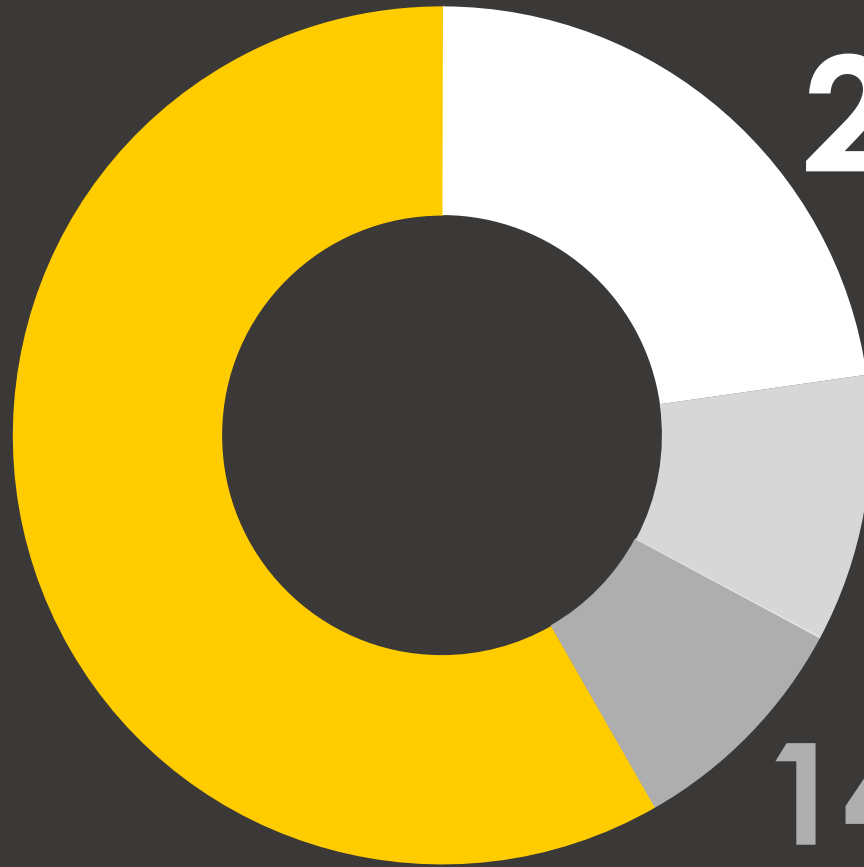
A large, thick red arrow pointing diagonally upwards and to the right, indicating a significant increase. A yellow horizontal line is positioned below the percentage labels.

50% 350%

COMPLEXITY AS OUR NEW OPERATING SYSTEM

In the average organization, employees spend:

45%
MEETINGS



23%
EMAILING

18% DOING
UNPRODUCTIVE WORK

14% DOING
'REAL' WORK



WHY SIMPLE WINS




SOUTHWEST

N557WN

SOUTHWEST

American

- 
- P&Ps simplified/eliminated: **300+**
 - Forms simplified/eliminated: **100+**
 - Steps simplified/eliminated: **175+**



SIMPLICITY BENEFITS

FINANCIAL

6%+ PRICE PREMIUM

70% LIKELIER TO RECOMMEND

STOCKS OUTPERFORMED BY 214%

CULTURAL & ETHICAL

+64% WORK ON THINGS THAT MATTER

+23% HANDLE UNEXPECTED PROBLEMS

+20% MORE EMPLOYEE RETENTION

RESPECT EACH OTHER'S TIME



**“ If we get the work right,
we get the culture right. ”**



STEP 1


CHANGE HABITS

SIMPLIFICATION CODE OF CONDUCT

I will...

- 1. Eliminate redundancies & unnecessary work.**
- 2. Not create false urgency.**
- 3. Use clear, jargon-free language when I communicate.**
- 4. Keep my emails, documents, and meetings short.**
- 5. Limit the amount of information I need to make a decision.**
- 6. Empower others to make decisions without me.**
- 7. Say NO whenever possible.**





**If you could kill or change
any 2 rules at work,
what would they be, and why?**



STEP 2

KILL STUPID RULES

**I
SURVIVED
ANOTHER
MEETING
THAT
SHOULD
HAVE
BEEN AN
EMAIL**

STEP 3

BECOME CHIEF SIMPLIFIER

START SIMPLIFYING:

1. If I had to eliminate 25% of what I do every day, what would I eliminate and why?
2. What can I start saying *no* to?
3. If a new CEO started at our company tomorrow, what processes would he immediately observe as the biggest time-wasters?
4. What zombie meetings serve no purpose and should be stopped?





**How will you get to
the work that matters?**

THANK YOU

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