

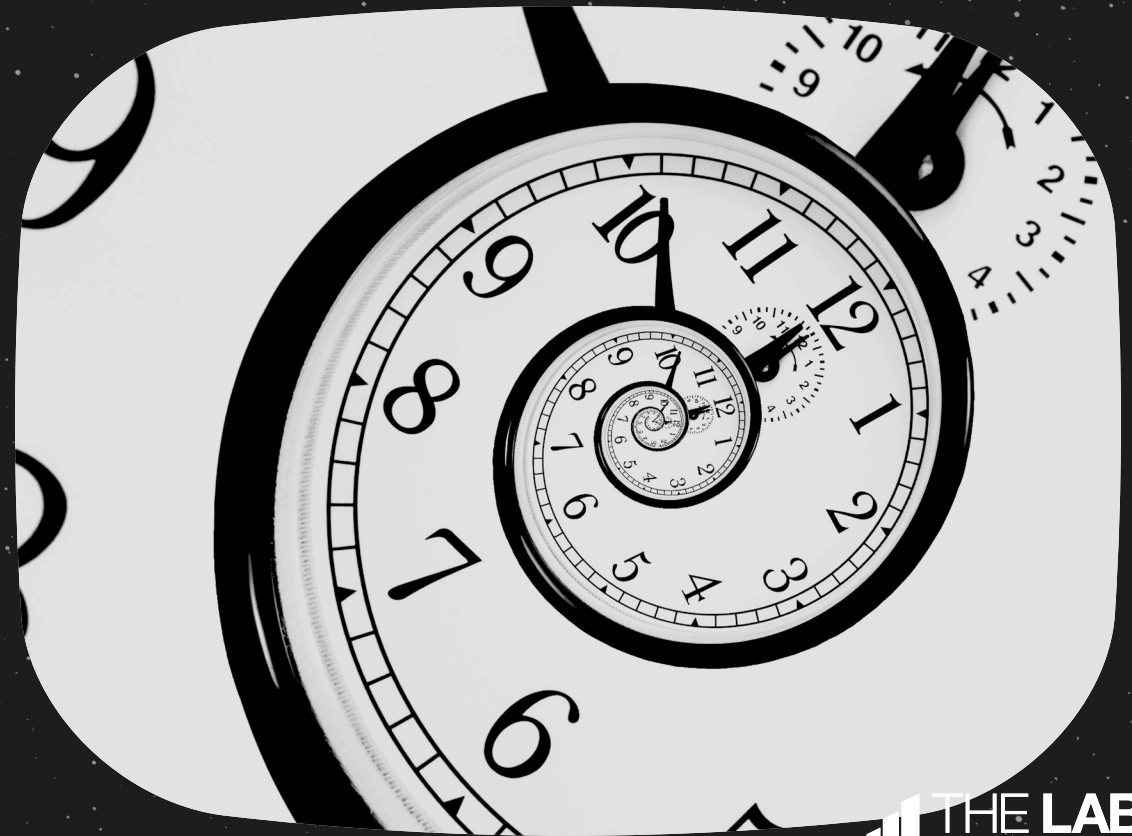
*Your white-collar workers—and your earnings—
are being drawn into another dimension...*

The WASTED EFFORT ZONE

Picture if you will, another dimension of your business. A dimension where the value of white-collar work simply vanishes in plain sight. An alternate universe of well-intentioned yet costly error correction, duplicative effort, and customer over-service.

It's a dimension that lurks in every enterprise. Even yours.

We call it **The Wasted Effort Zone.**



This is Jason. Twenty-seven years old.
A knowledge worker with a college degree.

Jason spends his days processing applications for new accounts.
Fixing errors. Hunting down missing data. Thousands of times.
Believing passionately that he's a company hero, preserving
revenue and helping the sales force.

But nothing could be further from the truth. Jason is a prisoner—held
hostage by an unstandardized process that forces him to correct the
same, avoidable errors, over and over, with no salvation in sight.

It's wasting a third of his day, every day.
It's eating away at the bottom line.



Meet Raylene. She's providing double-decimal-point precision to customer requests for data, just like it's always been done. Each request takes her hours.

Yet Raylene doesn't realize that most customers would prefer ballpark estimates—especially if they could get them immediately.

Raylene is trapped in The Wasted Effort Zone. Tragically convinced that she's delighting customers with her accuracy. Yet never realizing that all they wanted was speed. No one notices that her blur of wasted effort is squandering the company's hard-won earnings. Every single day.



This is Roberto. Call-center executive. A man perpetually stressed. A white-collar slave to the unintended consequences of the actions—and inactions—of his company’s ambitious yet “silo-ed” marketing execs.

Since they rarely share their promotional plans in advance, Roberto’s group is left in the dark. Struggling to answer basic customer questions about a myriad of confusing marketing details: Bonus points. Gift-with-purchase. Discounts. And more.

Roberto is trapped in The Wasted Effort Zone.



Meet Joshua. Leader of a finance team that creates thousands of management reports. Proud masters of data-wrangling skills like locating, cleaning, and reconciling files. All to meet the never-ending stream of drop-everything requests from senior executives.

Yet Joshua is laboring under a misperception. He believes—tragically—that every request is unique. That reports can't be standardized. That his team's tasks can't be divided, specialized, and “industrialized” with factory-like efficiency.

But that's how things are in The Wasted Effort Zone.



This is the leadership team. The activity: Brainstorming. The stated goal: Improved operating performance. Their idea: New technology.

Yet the leadership team is also trapped in The Wasted Effort Zone, believing that improvements can only come with investments in hardware or software. Little do they know—or believe—that the best they can do is to uncover *one quarter* of the improvements available to them.

The remaining *three quarters* will continue to thrive, undetected, in The Wasted Effort Zone. And they will stealthily squander 20 percent of hard-won earnings before they ever reach the financials.



Submitted for your approval: A practical and proven way to shatter the barrier between your business and its wasted white-collar work... ***without the introduction of any new technology or capital investment.***

It's a fact so astounding that it bears repeating:

Fully 75 percent of improvements available to your business can be implemented without new technology.

And they can be completed in six months. Or less.



This is The Lab Consulting. A firm entrusted by the world's leading enterprises.

Case in point: For more than 25 years, The Lab has delivered non-technology improvements to the Fortune 500 that:

- Slash labor costs by 15-35%
- Deliver productivity gains of 20-30%
- Boost service levels by 25-50%

How? The Lab utilizes a proprietary database—the world's largest—of improvement templates, which identifies *five times more non-technology improvements than its clients can*.



Picture if you will an engagement model so unique, so devoid of risk, that it's virtually irresistible:

- All work is self-funding. It pays for itself—with hard dollars.
- Engagements self-fund in just six months or less.
- That promise is money-back guaranteed.

Don't let another work-hour, or earnings dollar, vanish into The Wasted Effort Zone. Call **(201) 526-1200** or visit thelabconsulting.com/WastedEffortZone and take your first step onto a far better journey toward cost savings and productivity improvement.



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