

MAD Management™

MAXIMIZED ASSET DEPLOYMENT

In a business there are two streams of assets. The first and more obvious stream is “hard” assets. This includes fixtures, equipment, rolling stock, inventory, etc. These are easily accounted and measured.

The second and more obscure stream is “soft” assets. Soft assets are represented by people, their knowledge, their proprietary information, and their capacity for future development, growth and contribution.

Soft assets are often over-looked and very few organizations have an understanding of the value of their soft assets or any sort of soft asset balance sheet.

At Baxter Bean we believe in the concept of MAD Management™ which explores and implements the concept of maximized asset deployment.

MAD Management™ educates participants on how to maximize their hard and soft investments. Our program explores:

- The theory of MAD
- How to create a soft asset map
- The most effective organizational model
- Effective performance management
- Case studies and root cause investigation strategies
- Risk analysis
- Return on time invested strategies

Participants will leave with a new method of thinking that will ensure that they are consistently assessing for asset utilization, both hard and soft / people and process.

Programs can be facilitated as a short discovery session, day session or 3 day workshops depending on the depth of knowledge required.

Each program is customized to meet the individual needs of the organization.

Getting started requires a brief discovery session, followed by program design and then deployment.

Maximized asset deployment. It makes sense.



Get the most out of your asset investments!

Program menu:

Asset mapping

Performance management

Risk analysis training

Case study and root cause

Organizational models

Implementation coaching