

**Overview:**

Gordon Adelsberg is a management consultant, project manager, corporate trainer, public speaker and serial entrepreneur. He is Principal at Adelsberg Consulting and CEO of Communication for Geeks®.

With over two decades of business ownership and consulting experience, he has seen how a company can get bogged down with inefficiencies, redundancies, insufficient processes and miscommunication...and also how it can re-focus, retool and redesign into a more efficient, strategically focused and much more profitable organization.

Gordon's consulting, public speaking and teaching experience ranges from his time as a water polo coach at NC State University through teaching Process Safety Management fundamentals to engineers in the Canadian Oil Sands while he was a consultant with DuPont Safety Resources. *"Coaching was a great experience for me. I found ways to understand not only what the players were thinking, but also how they learned. I had to make things as clear and concise as possible. I use that same concept for college athletes, petroleum engineers or local business professionals...with each I figure out HOW they learn and that's how I present the material.*

Gordon has lead process improvement teams and delivered training in such areas as Basic Consulting Methodology, Six Sigma, Lean Manufacturing, Operations Management, Safety Leadership, Incident Investigations and Root Cause Failure Analysis.

Example Benefits Delivered:

- **The Cheese Guy®** - The Cheese Guy's sales grew faster than their management systems, and this growth put a lot of pressure on an already stressed supply chain. First, the team identified and isolated the problem: Inefficiencies had gradually transformed into missed orders. The improvement team then mapped the entire delivery process, found the sources of the errors and then developed several simple, easy to implement corrective actions. The Cheese Guy team reduced the time it takes to get their products to market, and the order accuracy has dramatically improved.
- **Baltimore Gas & Electric** - BGE was experiencing too many employee injuries. The actions they had taken, although well intentioned, were not coordinated and did not solve the problem. The first step in this engagement was to train the senior executives. Next, we helped them develop a clear vision of the final outcome, then used six sigma methodology to improve three essential management systems. After implementation, BGE has sustained a 50% reduction in its injury rate.

Values and Principles:

- **All Must Know the Strategy** – *"If you're all going in different directions, none of you will get there."* To be successful in any improvement project, everyone at the company - from the C-Suite to the shop floor - must have a common understanding of the company's strategy and plans to execute it. Otherwise, any performance improvement initiative will fail.
- **Collect Actionable Data** – Start with the "Voice of the Customer" to figure out your metrics, then use that information to help improve your management systems and change your company's operations. Then you've started the journey to better efficiency, less waste, better service and higher profits.

Teaching and Public Speaking:

We deliver 30 – 60 minute key note speeches on a variety of topics. We prefer interactive seminars in which audience members leave with a fundamental understanding of a new tool they can use at work immediately. *“I want you to leave with a new skill you can use right away.”* Participants will leave with a basic knowledge of a business tool and how it can be used to make improvements in their work. Topics include:

- **Lean Manufacturing – What Is It and How Can It Help Me?** – Lean manufacturing is a structured method to dramatically increase production without a capital expenditure. We will explain how lean manufacturing techniques can be used to reduce your cycle time, reduce your inventory and improve your customer service.
- **Six Sigma – What Is It and How Can It Help Me?** – Many business owners hear about six sigma, but view it as an expensive program for large, multinational firms. Six sigma is simply a way to structure your process improvements to provide better, more efficient customer service. This seminar provides an overview of six sigma and how it can be applied to small and medium sized firms.
- **How Can I Get Them To Understand What We’re Doing? Make a Process Map** – Business professionals can make an immediate improvement in their operations just by finding out who does what and in what order it’s done. How often do you hear, “Why do they keep bugging me for that...” or maybe “Why do they do all those extra steps?” In this seminar, participants learn to use a multifunctional process map to answer these questions and provide clear, concise solutions.
- **Where Are We Wasting Our Time? Make a Value Stream Map** – In any steady state production process, there are wasted efforts and wasted time. In this seminar, we teach how to make a basic value stream map and how it can be used to make a process faster and more efficient.
- **Why Data Doesn’t Matter** – The audience will leave with a better idea of how to address any redesign effort. In this presentation, participants learn that in many redesign cases the data is irrelevant. *“Fix the management systems and the numbers will take care of themselves.”*
- **I Have to Give a Presentation...Where Do I Start!** – Business professionals often struggle when asked to give a presentation or write a clear and concise one page summary of their work, idea or recommendation. This interactive seminar gives participants a robust structuring tool to improve their presentation and written communication skills.
- **Selling Ideas to Senior Management – Basic Business Communications** – In this exercise-based seminar, we teach participants to put ideas in terms that are meaningful to senior leadership. Companies are getting leaner and flatter. At some firms everyone must sell ideas to senior leaders, and at some firms everyone must be able to talk with clients...*or investors!* We use real-world examples of how to improve communication skills.
- **Fail, Fix, Fail Again, Repeat – Use Root Cause Failure Analysis to Break the Cycle** – Things can and will go wrong. Instead of getting to the root cause and fixing the problems, business people often fix the symptoms and are surprised when the incident is soon repeated. These issues cost businesses time, money and wasted effort. This seminar shows how a simple “Why-Tree” can be used to get to the root of the problem and prevent repeated failures.
- **Keep Your Employees Out of the Hospital and Off of Workers’ Compensation - Fundamentals of Workplace Safety** – An unsafe workplace leads to a demoralized and often combative workforce. It also can cost a fortune. In this seminar, we review some fundamental concepts of how to improve workplace safety and how to prevent injuries.

Each of these topics can be customized to fit the needs of your company or organization. To schedule a speech or discuss other topics, contact Gordon at gordon@adelsbergconsulting.com or 919-264-0053.