



# Corsini's Point of the Week™

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## You Are Surrounded By Good Ideas

The last time we ordered a Domino's pizza, I got more than a large (kid-friendly) pepperoni and cheese. I got an idea.

I placed an order that my wife was going to pick up on her way home. To my amazement, after placing the order online, I realized I could track the progress of my pizza from beginning to pickup. The Domino's Web site has a "tracker" system with graphics that indicate "Order Placed," "Prep," "Bake," "Quality Check" and, finally, "Ready for Pickup."

That got me thinking. **If we can track the progress of a \$5.99 pizza from order entry to pickup, why can't we apply that kind of technology more often in our day-to-day business—be it health care or auto repair or, well, just about anything else?**

Think of the possibilities!

Want to know how Aunt Katie's knee replacement is going? Log onto [www.hospital](http://www.hospital)... In construction, if you want to know if your new building is on schedule or, better yet, how soon your repairman will have your air conditioning system up and running on a 100-degree afternoon, you could, theoretically, go to [www.hvac](http://www.hvac)... Curious about the status of the accountant's audit at your firm? Go to [www.accounting](http://www.accounting)...

Yes, I realize there are a lot of companies doing this already; tracking a shipment online is routine now. But, **when you think about it, this technology is really in its infancy. There is so much room for growth.** Think about how a system like this would benefit a company's customer service department. With status calls handled automatically, they could use their valuable time to address so many other issues and provide *real* customer service.

**I believe the main reason we don't apply a technology from a pizza chain to a supply chain is because people are too quick to say: "Let me tell you why that won't work here."** That's a copout. That doesn't take advantage of creative or critical thinking.

**I think leadership should encourage people to apply good ideas they see in other areas to their own business. It happens all the time with great, workable results.** (Somebody years ago decided to put simple beeper technology to use letting restaurant patrons know when their table is ready. Today it's so commonplace we don't give it a second thought; a mere 15 years ago, it wasn't so common. It was someone's new, good idea.)

## CORSINI'S POINT

There are great ideas, technologies, processes, etc. around you every day, and many could be applied to your business. Really, you are exposed to them all the time. Going from idea to practice, takes slowing down, looking at these ideas and then

## Quote of the Week

*"Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road."*

— Stewart Brand

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considering, "How can I use that in my business?" It also takes a work environment that embraces new ideas and appreciates someone saying, "The other night, I ordered a pizza online, and I think that company's kind of tracking process could work for us." Work at that place! Be the person who notices what's going on and is willing to take the leap. Be the company that readily embraces a new way of doing something. Open yourself to the possibilities; you'll end up doing something special—delighting your clients and frustrating your competition!



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