

# THE COMPETITIVENESS PATHWAY

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If you're in business you don't have to be convinced that your organization's competitiveness is just about the most important aspect of its human culture – especially if you expect to do more than just simply survive. If your objective is to attain and then reside in your industry's upper quartile by a certain date specific you already know, if only in your gut, that it ain't gonna happen by accident. As a matter of fact, the sum total of your firm's work ethic, academic and experiential credentials, cohesiveness, and team orientation is not enough to get that job done without a thoroughly understandable road map and some accountability to assure achievement.



*The Competitiveness Pathway* has been around for a long time. I suspect businesspeople were using it at the time we humans built the pyramids. They used it to assure themselves that the playing field would *not* be level. As with most things that work, it's really quite simple:

- A. Develop a methodology that leads to and eventually assures mastery over the continuous incremental reduction of internal costs – expressed as a percentage of revenue.
- B. Develop a methodology that leads to and eventually assures mastery over the continuous incremental increase in volume.
- C. Develop a methodology that leads to and eventually assures mastery over the continuous incremental increase in both the launch velocity and value-added sophistication of new products developed.

The sequence is important too. Progress must be made first through “A”, then “B” and finally “C”, unless of course you've attained mastery in one of them already. By initially concentrating on the mastery of costs and volume, the company attains the ability to self-fund its new product development efforts and subsequent market diversification without excessive reliance on bank debt.

That's it. Simple huh? Now go ahead and try to get it done! But don't forget the little things in the meantime like: putting out those fires, providing coverage for the people who didn't show up today, finding out why yesterday's shipments were off, making sure your customers get some face-time, dealing with paying the bills and collecting on your invoices, and maybe making payroll by Thursday afternoon!

That's why consultants were created, and because of TAA's ability to provide some of the seed funds with which to match your investment, why it's possible for you to get started on this powerful path. As you might imagine, it may take a few years to see it through to conclusion, it will involve the selection of innovative and superior consulting talent over a sequence of projects, the management of their efforts, and not a little leadership by you and your management team. But every day that you delay on the front end will ... well you know the rest of *that* saying. Get started. This nation's global competitiveness can only be achieved one firm at a time! Make sure that you're the next one off the block.