

Comments on using the structural approach in a business setting

"I think that Robert's material is some of the finest I've heard of leading-edge management concepts. He provides the structural foundation that is critical to the success of any business venture – regardless of the size of industry. In today's complex business environment, it is easy to get caught up in a host of razzle-dazzle change initiatives. Robert's structural emphasis forces executives to cut through superfluous motion and focus on the most fundamental issues.

I believe this material may be the next revolution in management."

Tracey Benson
Associate Editor, Industry Week Magazine

"The structural approach is a powerful framework for individual and organizational learning. It compliments the work I'm doing in Project Management and an organizational change effort. For my team, the structural approach has become the key tool for rigorous inquiry about our future and current environments, and for designing our action plans."

Susan Jamison
Program Manager, IBM

"In a fundamental sense, the process of "creating" presented by Robert Fritz can be put into use immediately in the workplace. Robert's enthusiasm for the process and as a lecturer is contagious and highly motivating."

Duane Giannini
Associate Director, Organizational Development
Boehringer Ingelheim Pharmaceuticals Inc.

"The techniques that were demonstrated are an extremely valuable technology for enabling Business Process Reengineering. They provide a productive environment for working with clients by effectively eliminating reactive-responsive thinking. Current reality is quickly and objectively established with respect to the underlying business structures. The approach provides clients with a clear understanding of the most effective of alternative actions required to fulfill the business vision."

John Byers
Associate Director, Texas Instrument Inc.

"As a manager, the theory and techniques taught have allowed me to step back from the "rush rush" of problems solving and look at the real needs of our organization. We have implemented the creative techniques in our new product development teams, and our corporate management process teams, without our people even knowing that they are doing this. The approach is very simple, easy to follow and to understand. Our personnel have adapted to it readily."

George Barrar
Executive Vice President and General Manager, LaFrance Corporation

"Through his light-hearted demeanour, Robert Fritz is able to capture your attention while providing logical theories and practices that can be applied into any business environment that wants to promote quality participation."

Bernadette Coyer
Sales Manager, Quality Chairperson
Sheraton Corporation