

WINNING BUSINESS **with the Coal Industry**

Bede Boyle

Chairman

AustCoal Consulting Alliance

**How a customer-centric focus
can create competitive
advantage for firms **to win
business with the coal industry****

Our coal industry survey showed they wanted their suppliers to demonstrate the following six attributes:

- 1. Hassle free execution and invoicing**
- 2. Delivery as promised**
- 3. An understanding of their business needs**
- 4. Cost effective and reliable services**
- 5. Total Compliance with OH&S and Environmental Legislation**
- 6. ABOVE ALL NO SURPRISES**

These six attributes require the firm to demonstrate customer-centric behaviour.

Customer-centric firms exhibit the following behaviours:

- **The voice of the customer is heard and understood**
- **Looking at issues from the customer's perspective**
- **Seeking absolute clarity in the customer's needs**
- **Highly responsive to serving the customer's needs**
- **Focused on building sustainable customer relationships**
- **Working in collaborative interface with customer**
- **Always striving for mutual benefit Win - Win**
- **Willingness to share the risks**

Four Steps to Winning Business with the Coal Industry

Step 1 – Invest in People

Step 2 – Invest in Quality

Step 3 – Invest in Improvement

Step 4 – Invest in Business Alliances

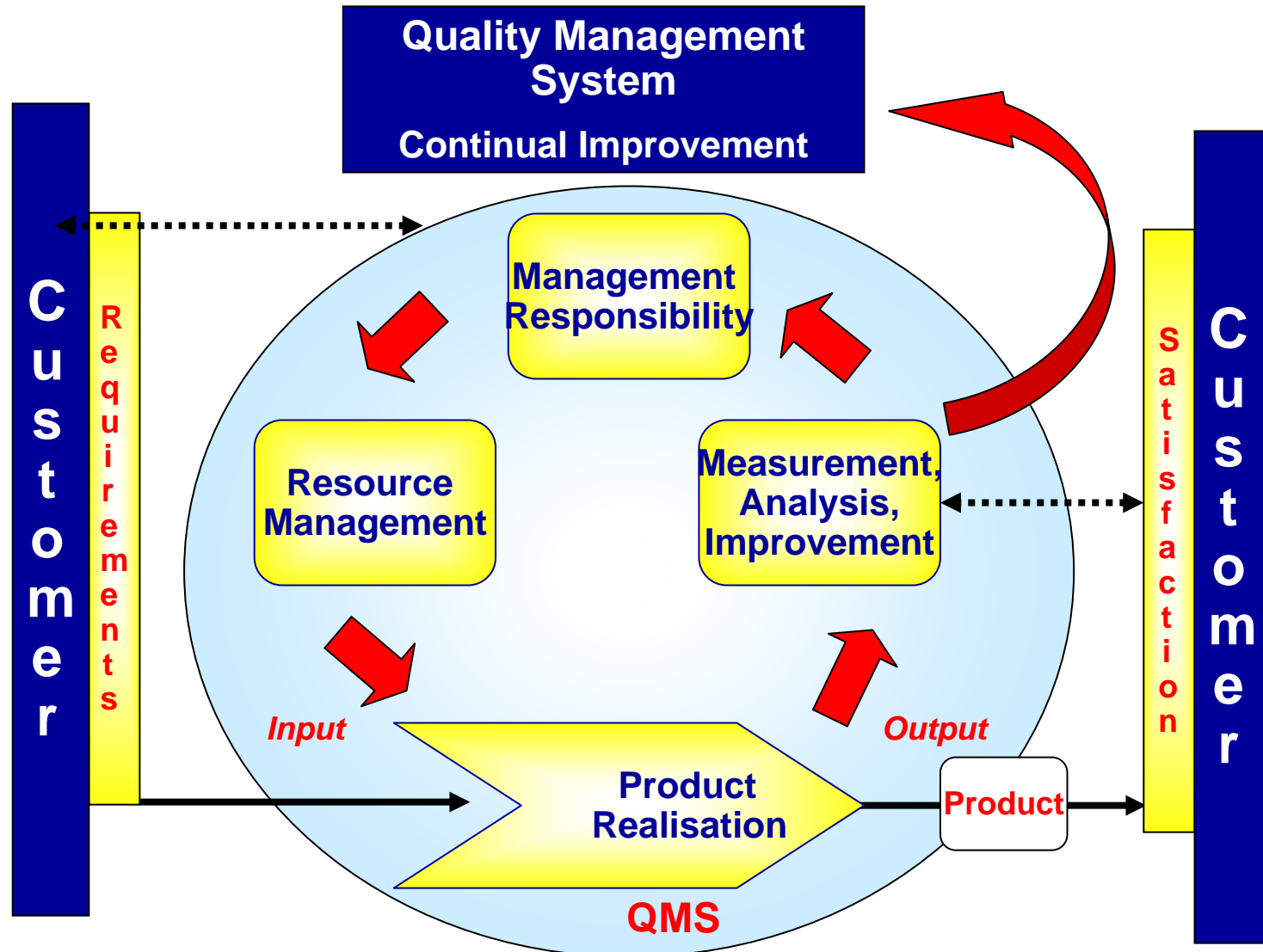
Recruitment is a business critical process to select the right people. Michael Minns is a leading HR professional who has developed a selection system which allows for multiple hiring and induction of employees.

- **peers and managers are utilised in the recruitment process**
- **critical competency dimensions are**
 - behaviours, attitude and values
 - individual skills and / or trainability, and
 - personal motivation and cultural fit with peers
- **guiding principal is to hire for attitude first not skills.**

Michael believes this is a valuable approach in the critical skills shortage impacting on the coal industry.

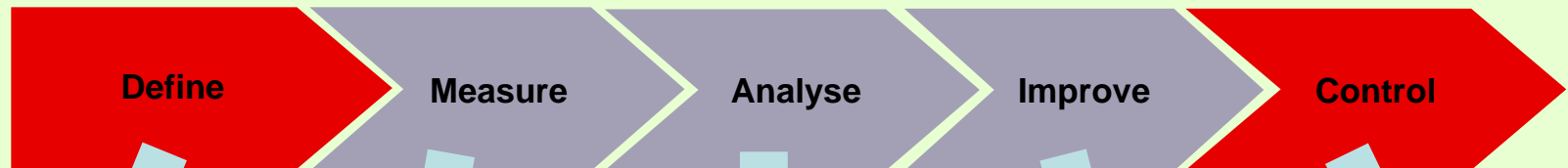
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STEP 2 - INVEST IN QUALITY





Lean Six Sigma Method



- Define the problem & improvement opportunity
- Define customer requirements
- Define current process (from QMS)

- Identify what to measure
- Understand variation in processes
- Map processes
- Determine baseline

- Analyse data
- Value Stream analysis
- Develop hypothesis around root causes
- Validate root causes via data analysis
- Identify waste

- Generate process improvement based on root causes
- Evaluate & select optimal solution
- Pilot changes

- Review pilot results
- Modify solution if required
- Document new/changed processes (QMS)
- Roll out solution

Synergy method to Embed Lean in Operational Management Systems is based on over 80 Lean Six Sigma & Quality Management implementations led by **Jim Laird** Managing Director Synergy Management Consulting Group
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The Synergy method to Embed Lean in Operational Management Systems

- 1. Base the Operational, OH&S and Environmental Management System on your own business, not external standards**
- 2. Map current activities as core, support and system processes**
- 3. Set business objectives & process performance measures**
- 4. Determine the level of control of processes by risk analysis**

The Synergy method to Embed Lean in Operational Management Systems - continued

- 5. Document processes, add Quality - ISO9001, OHS & Environmental Compliance requirements**
- 6. Implement new processes with full involvement of your people**
- 7. Improve performance using preventive action and Lean Six Sigma**
- 8. Continually Update & Implement Improvements**

Free Briefings download from www.synergymcg.com

AustCoal Consulting Alliance between 12 leading consulting firms is focused on meeting the business needs of the Australian coal industry and its service providers:

- **Due Diligence**
- **Feasibility Studies**
- **Formation of Joint Ventures**
- **Business Planning and Deployment**
- **OH&S and Environmental Management Systems**

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CCS Alliance formed to drive the commercialization of Carbon Capture & Storage for coal and gas -based power generation

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