The Process Mind: New Thoughtware ® for Designing Your Business on Purpose

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What if you could double your productivity without additional capital investment? What if you could outperform your competition by changing the way you think? What if you could be fast, flexible, *and* low cost?

In **The Process Mind**, Philip Kirby not only opens your mind to these possibilities but shows you how it is done. The book emphatically makes the case that the new thoughtware® *of process thinking is imperative if you are to compete in the twenty-first century.*

Business performance is rooted in your processes, and superior performance depends on how you think about and run these processes. To improve and sustain performance, you need a process mind.

With game-changing thinking, thought-provoking principles, and eye-opening examples, Kirby brings to life the operating intelligence of a process mind and demonstrates why process is the most innovative product you can build.

This book covers the downside of old thoughtware and the upside of new thoughtware. It sets out the principles on which thoughtware operates, describes its application at every level of work, and illustrates the impact of new thoughtware with real-life examples and case reports.

Kirby presents insights gained through decades of successful implementation of new thoughtware practices across North America, Europe, Asia, and Australia. Kirby's track record is so exceptional that by following the proven concepts discussed in this book, you can expect a 50 percent improvement in performance.

The game-changing principles and practices covered in this book, from the shop floor to the corner office, make it a compelling and inspiring must-read.

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