

The 15% Solution: How Writing Processes to 100% Transforms Revenue and Operations

You walk into a convenience store at 7:00 AM, needing coffee before a critical meeting. The clerk stocks shelves, doesn't look up, offers no greeting. You wait. And wait.

Now imagine the same store where the process specifies: greet every customer within three seconds, make eye contact, smile, and say "Good morning, welcome in!" The difference isn't magic. It's process design.

This is the gap between ordinary and extraordinary operations. Here's what most executives don't realize: you're probably closer to extraordinary than you think.

The 75% Reality

Most companies already deliver correctly about 75% of the time. Your teams know what to do. Your customers are mostly satisfied. But "most of the time" leaves 25% of your revenue on the table.

In surveys of over 5,000 service organization leaders, we asked: How much more revenue could your company generate if customers received your products and services 100% to brand standards, every time?

The most common answer? Twenty-five percent more revenue. Some estimated gains exceeding 100%.

The transformation from 75% to 100% doesn't require a complete overhaul. It requires only a 15% change to how you document your processes.

The 15% Solution

The knowledge to deliver at 100% already exists within your organization. The problem isn't knowledge. It's documentation.

Vague processes create "gray areas." Instructions like "wipe the table clean" or "arrive on time" sound clear until ten employees interpret them ten different ways. One person's "clean table" has water streaks. Another's "on time" means five minutes early, while someone else thinks it means exactly at the scheduled minute.

The 15% change removes the gray. It's writing processes so clearly that any trained employee achieves the same result every time.

When Lives Depend on Process Clarity

In Michigan intensive care units, central line-associated bloodstream infections were killing patients. The procedures existed, but weren't written with precision.

Hospitals implemented a five-step checklist: hand washing, using full-barrier precautions, cleaning the patient's skin with chlorhexidine, avoiding femoral sites, and removing unnecessary catheters. Healthcare workers already knew these practices. Writing them into a mandatory checklist changed everything.

The results? A 66% reduction in infections over 18 months. An estimated 1,500 lives saved. One hundred million dollars saved in Michigan alone.

That's the power of the 15% change. The knowledge was there. What was missing was precision in documentation.

From Good to Exceptional

K&N Management operated Rudy's "Country Store" and Bar-B-Q and Mighty Fine Burgers. When they committed to writing processes to 100%, the transformation was dramatic.

Rudy's increased average unit sales from \$3 million in 2000 to \$7.5 million in 2010. Mighty Fine grew from \$2 million in annual sales at launch to \$3.5 million by 2010, triple their best competitor.

Customer satisfaction hit 4.7 out of 5, beating competitors. Over 95% of team members reported feeling proud to work there. The Austin American-Statesman named them "the best place to work in Austin."

When you write processes to 100%, you don't just increase revenue. You reduce employee frustration, eliminate rework, cut customer complaints, and create a workplace where people succeed.

The Real Cost of "Good Enough"

Back to that convenience store. When the greeting process says "greet customers," you get inconsistency. When it specifies "greet every customer within three seconds, make eye contact, smile, and say 'Good morning, welcome in,'" there's no room for interpretation.

That clarity eliminates errors, reduces supervision needs, and empowers employees because they know exactly how to deliver excellence.

Accepting "most of the time" means you're:

- Disappointing customers who expected consistency
- Frustrating employees who don't know what "right" looks like
- Increasing turnover

- Creating more negative reviews
- Giving competitors an opening
- Spending more fixing errors than preventing them

Why the 15% Change Works

You're not reinventing your business. You're refining what works most of the time to work all of the time.

Your processes deliver correctly 75% of the time. The foundation is solid. You need to identify gaps, remove gray areas, and write with precision. Use behavioral terms instead of vague language. Specify what "clean" looks like. Define "on time." Describe exactly how to greet a customer.

This isn't micromanaging. It's clarity. Clear processes free managers to focus on coaching instead of correcting mistakes. You give employees the gift of knowing they can succeed.

The Path Forward

Writing processes to 100% is how you move from delivering what you promised most of the time to every time. When customers know they can count on you, they come back more often, recommend you to others, and choose you over competitors.

The 15% solution isn't about working harder. It's about working smarter. It's capturing the knowledge that exists in your organization and documenting it so clearly that excellence becomes the norm.

Your company likely has the knowledge to operate at 100%. The question is whether you're willing to invest the 15% change to unlock that potential and capture the 25% revenue opportunity waiting for you.

The Achieving World-Class Results class teaches this proven process for writing and implementing processes to 100%. For more information, visit McClaskeyExcellence.com/AWCR or contact David McClaskey, President and Founder of the McClaskey Excellence Institute, at DavidMcClaskey@McClaskeyExcellence.com.