

The Alex Rogo Levels

An AI Guide for Implementing The Goal



Following the 5 Focusing Step framework

Developed by: The Alex Rogo Committee

Start Date: October 2017

Updated: January 2019

Congratulations! Why? Because you have taken your 1st step towards implementing The Goal – which only 3% of the \$7 million readers to date had the courage to complete.

Before we start, please confirm that you have completed the following minimum requirements:

- ☐ Yes, I have read *The Goal* (Hardcopy)
- ☐ Yes, I have read *The Goal* (Graphic Novel Hardcopy)
- ☐ Yes, I have watched *The Goal Movie* (45 minute video/DVD) If selected, reply "You are welcome to continue this course, but we do encourage you to read one of the above books for a more complete foundation of the principles."

Next, please tell us more about yourself and the company or situation where you intend to implement the ideas presented in *The Goal*.

Your information:

Name ☐ Last Name ☐ autofill from login data

Company ☐ autofill, but with option to change if different

Number of people employed (including temporary) ☐ to be used for calculating estimated
Throughput

Annual Revenue, Margin, Inventory (US\$) ☐ (optional for accurate Throughput calculation)

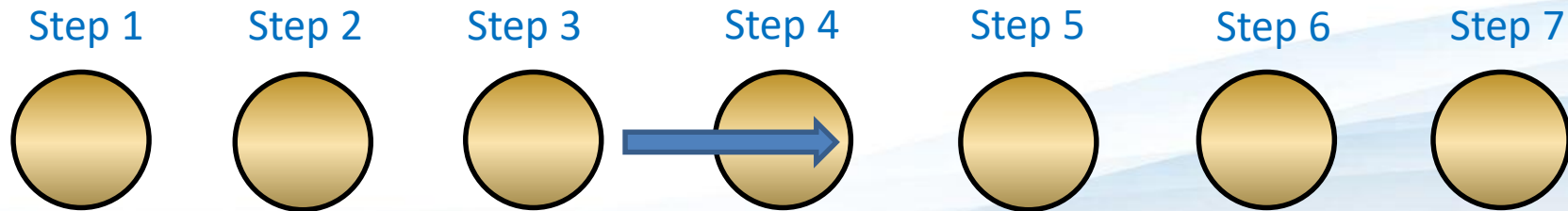
Which of the following best describes your environment:

- ☐ Manufacturing/Production
- ☐ Distribution
- ☐ Operations (Office Environment)
- ☐ Operations (Healthcare)
- ☐ Project Management
- ☐ Other? ☐ If selected, send email with text to admin@tocico.org. Reply "You are welcome to continue this course, but we will review your implementation environment and will reply if specific action is required."

One of the key principles of continuous improvement is flow. Please add the main steps to your high level business process below. Make sure to select only one physical location, or part of a physical location (more locations will have their own process flow):

Select a template from the dropdown below or select "Custom" to start from scratch:

Dropdown of template processes ☐ Process below updated upon selection



Process steps are added and saved to project data

Now we are ready to get started. Do you remember where The Goal starts? Bill Peach visits Alex Rogo to tell him that his plant Unico is losing money – and that he has 3 months to avoid the plant being shut down.



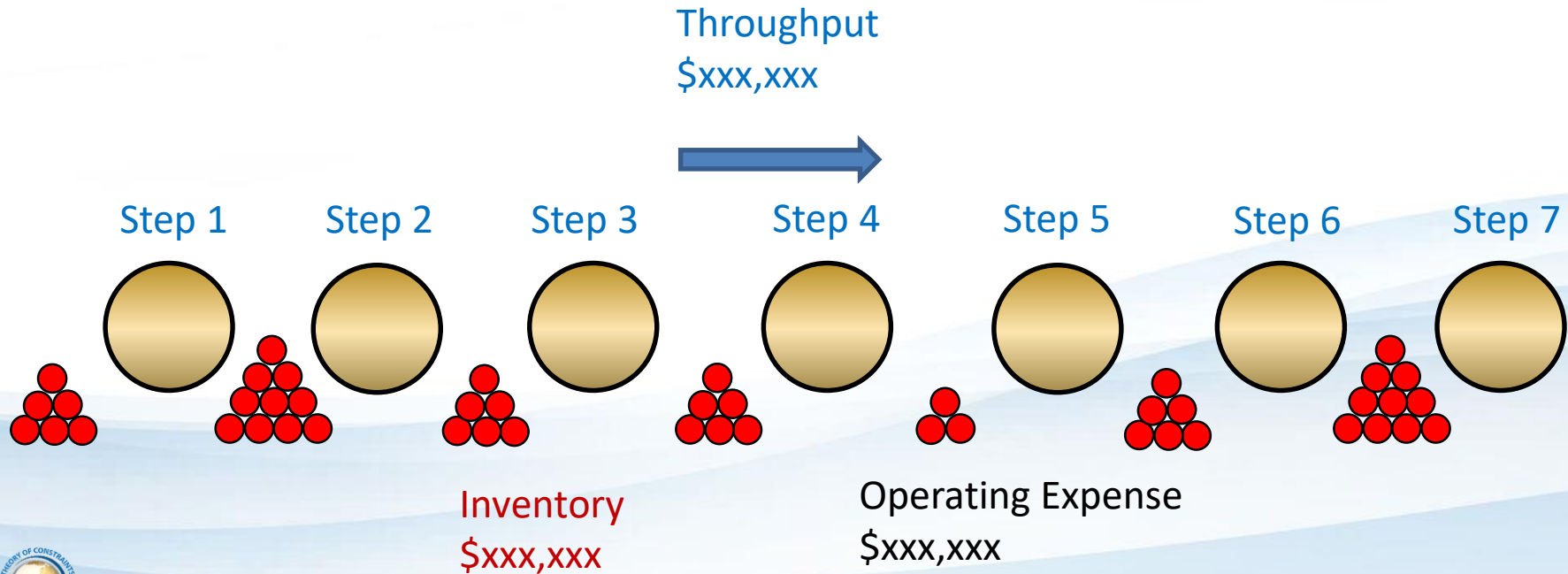
From The Goal movie: available from Goldratt's Marketing Group [here](#).

Next Alex Rogo remembers meeting Jonah while travelling to a robotics conference. Jonah asks him about the goals of a business and which metrics to use.

Which of the following are the proper metrics of a system in order of importance (company or department):

- ☐ Throughput, Inventory and Operating Expense
- ☐ Net Profit, Return on Investment and Cash Flow
- ☐ Satisfied People, Satisfied Customers, Satisfied Owners
- ☐ More
- ☐ More...

The correct metrics of your chosen system is shown below. Please edit if not accurate.

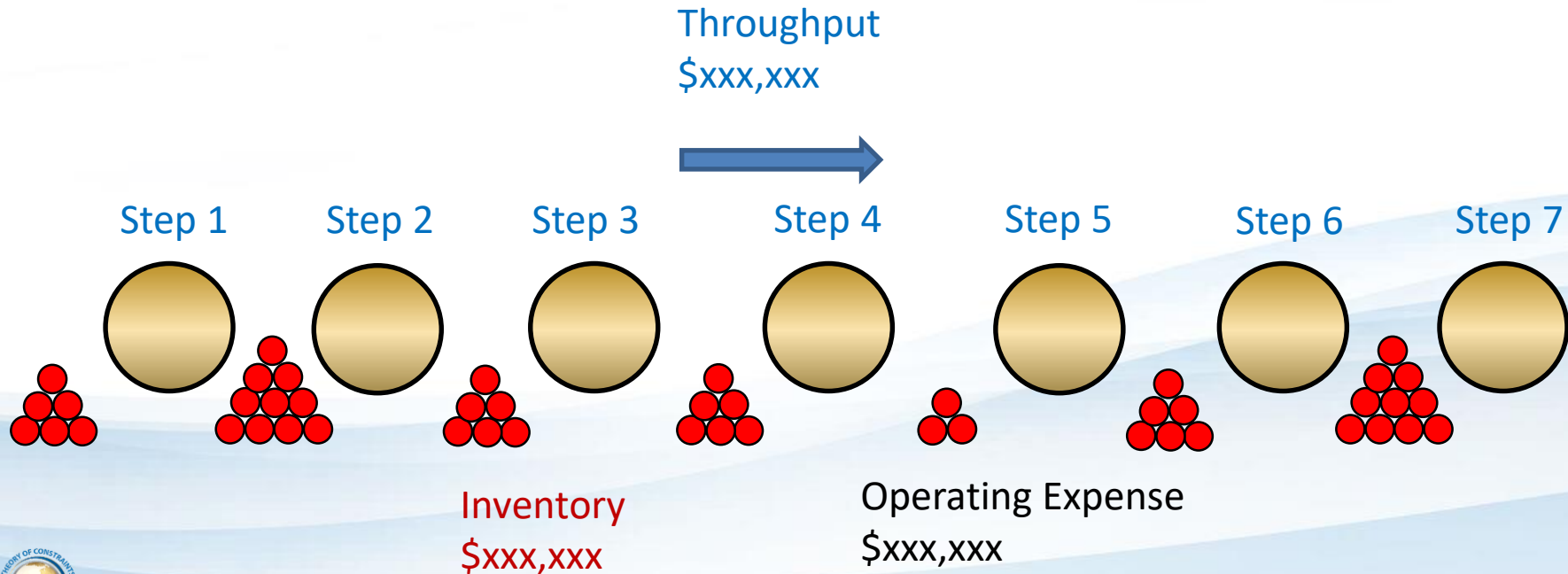


Now, do you remember what the 5 focusing steps are that Alex Rogo learned from Jonah to improve the performance of Unico?

Which of the following are the 5 Focusing Steps (in correct order):

- ☐ Elevate, Identify, Subordinate, Exploit, Start over
- ☐ Educate, Improve, Multiply, Divide, Conquer
- ☐ Satisfied People, Satisfied Customers, Satisfied Owners
- ☐ Multiply, Divide, Conquer, Improve, Educate
- ☐ Identify, Exploit, Subordinate, Elevate, Start over

The main purpose of Level 1 of the Alex Rogo levels is to complete Step 1: Identify the constraint. You may already have a strong sense of which of the groups below are the constraint, but there are a few additional pointers to consider.



Congratulations! Why? Because you have taken your 1st step towards implementing The Goal-

- You must use the title slide. Please do not use it for the rest of your presentation.
- **There are a variety of slide layouts available** Click [New Slide](#) or [Layout](#) tabs for options.
- All Fonts for information **inside** images should be 16 or larger.
- Fonts for **information bullets** should be 20 or larger.
- For large diagrams use the *Thin Header* or *Blank* slides
- Remember: Slides with a large amount of text cannot be seen clearly by your audience.
- **Light** colored text cannot be seen clearly by your audience.
- **Bolding** text renders it easier for the audience to see.

Additional requirements for the TOCICO conference presentations:

- **No company logos or product advertising are allowed on the slides.**
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- **Include your biography, picture and contact information on the final slide for future viewer's reference.**