

**I've designed this hour presentation to be worth millions to you.**

**You don't need to be a business specialist or a programmer, you will understand this.**

**I've worked with dozens of CEOs and CFOs at companies that gross more than a billion \$ per year.**

**For over 20 years I've been running my own small company as the Chairman/CEO/Owner/DooerOfAllNeededTasks.**

**I've seen the viewpoints of vast corporations and small companies.**

**Dusenbury Profit Service specializes in improving Customer Profit Weakest-Links and for the next hour you are going to be Dusenbury customers.**

**The most important thing I've learned in 20+ years is...**

# To make millions of \$, you MUST read a few million \$ books.

## **Dr. Eliyahu M. Goldratt**

- The Goal
- Critical Chain
- Beyond The Goal
- The Haystack Syndrome
- Necessary But Not Sufficient
- The Race
- It's Not Luck

## **Other MUST READS...**

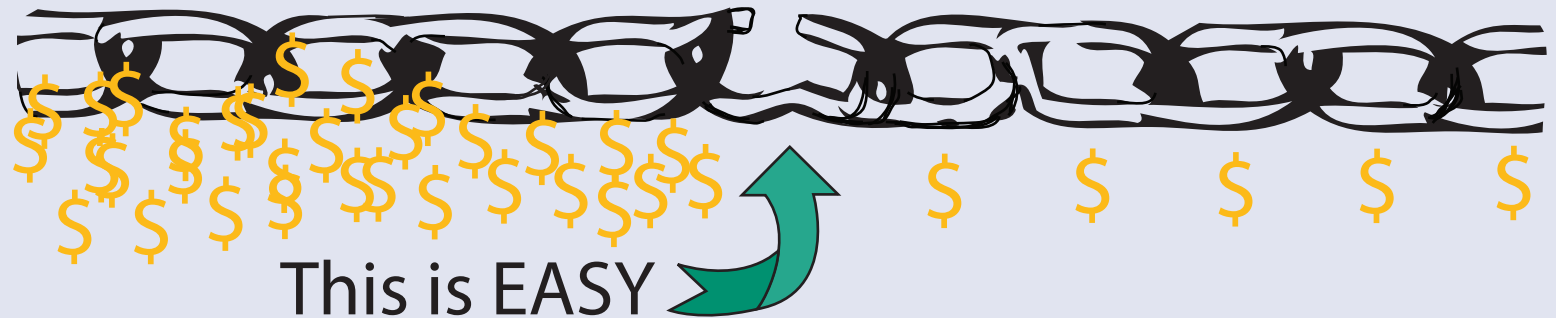
- Thinking for a Change  
Putting the TOC Thinking Processes to Use
- The Art Of Profitability
- Unlimited Wealth

# Dusenbury needed a **COMMANDMENT** to focus **ALL** actions.

**“Customer Profit, Weakest-Link Improving, Front Page Proud”**

Richard Dusenbury

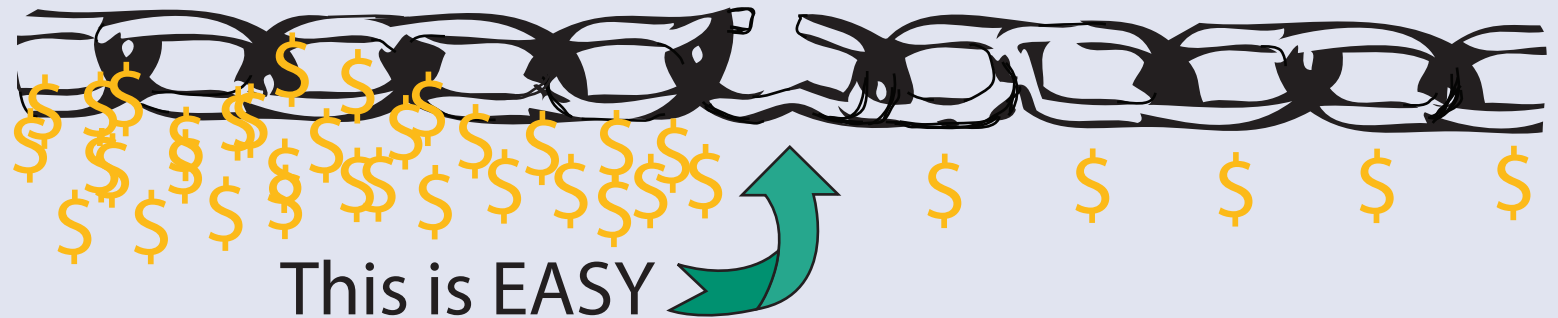
Look at a customer’s profit flow as a ‘chain of events’ to getting paid \$. You can only improve a chain’s strength by improving the weakest-link. Improving ANY other link but the weakest will fail to improve the chain. Front Page Proud means do **ONLY** what you would be **PROUD** to see on the front page of the newspaper.



## Customer Profit -- Weakest Link Improving

“Technology can bring benefit, if and only if, it diminishes a limitation.” Dr. Goldratt

Improving the weakest link is the only way to strengthen any chain.



**Dr. Goldratt's books make it easy to learn**

**How to identify the 'weakest link' and fix the 'core conflict'.**

**How to think and execute far more profitably.**

**Improves Lean, Six-sigma, Lean Six-sigma, etc...**

**“Things are far better and worse than you’ve been led to believe because bad news sells!”**

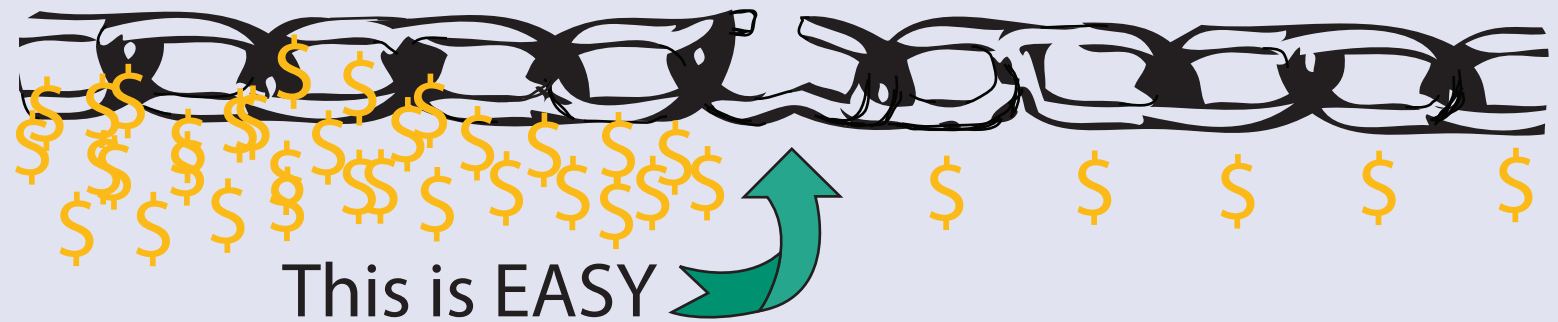
**\$600 today can do more than \$600,000 in 1998**

**Open Source and App Stores of Apple/Nokia/...**

**'Weakest link' focus can make you 10x better at getting profits from technology.**

**Far less 'wasted work' when you ONLY focus on improving the 'weakest link' in customer profits.**

**Provable bottom line results are easier to sell.**



**Why this is the BEST time in US history for computer specialists.**

**Investors demanding SOLID Profits and Value**

**Global markets 2,000,000,000+ customers...**

**And AppStores give you global access for <33%**

**If a company as well run as TOYOTA had to open new factories in the US to avoid “the outsourcing flaw”...  
outsourcers will be forced home too.**

## **Why Capitalism rules don't always apply to computer specialists.**

- **Agriculture made land valuable**
- **Computers made sand valuable**

**Technology DEFINES resources and values**

## **Open Source and SUN Microsystems**

**...first of the giant Hybrids to evolve?**

**Java, Jruby, Netbeans, OpenESB, Open Solaris  
Is SUN trying to become THE Open Source inte-  
grator and service provider for the whole world?**

**“I had to fight and pay through the nose to get patents... today you just need to start your own free Open Source project.”**

**Having your own Open Source project is your best job reference and experience.**  
**You can 'join' an Open Source project today.**  
**All need documentation and testing help...**

**Why education is your best investment.  
How Universities and Open Source are  
transforming education.**

**How Dusenbury profits from “Open-Source” presentations.**

**Absorb and apply what I’ve presented and I know that some of you will be the CEOs, CFOs, or Owners of billion \$ companies.**

**You learn from your mistakes so...**

**I'm the most learned person you've ever met...**

**Questions and answers...**