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The Soul of Enterprise: Business in the Knowledge Economy
Friday at 12 Noon Pacific
July 12th 2019: The Adaptive Capacity Model

Think of your firm as a Boeing 777 airplane. When United Airlines places a Boeing 777 in service, it adds a certain capacity to its fleet. However, it goes one step further, by dividing up that marginal capacity into five segments. Your firm has a theoretical maximum capacity and a theoretical optimal capacity, and it is essential to see how that capacity is being allocated to each customer segment. Your maximum capacity is the total number of customers your firm can adequately service -- not how many hours you have -- while the optimal capacity is the point where customers can be served adequ

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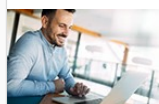
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