



The 3 P's of Operation – A New Perspective

by Frank Neborsky

How often have you felt overwhelmed when faced with a new project, delivering on a new initiative or changing established practices? Take a moment and think about what really goes into creating and executing a plan. It's not as complicated as it may seem. No matter how simple or how complex, it all comes down to three basic things: Project, Process and People – or the 3P's of Operation. Let's breakdown these three P's so we can make the seemingly complex more simple.

Let's start with Project, the first "P". When we think of a project the first thing that comes to mind may be a specific task, something that needs to be accomplished or even something that needs to be scheduled.

As part of the 3 P's, a project is simply the end result, the goal you wish to achieve or what you deliver or provide. It could be tangible or intangible. The project may be as simple as creating a new menu for a food court or as grandiose

as a \$100 million dollar construction and enhancement project. A project could be the development of a strategic business plan, a marketing initiative to drive guest service and satisfaction or a variety of human recourse initiatives that involves staffing, policy changes or incentives. The end result of a project could be the feeling you create – an emotional connection or memorable experience that is delivered to satisfy a guest in a personal way, which in turn can create loyalty. It doesn't matter how big or how small the goal, remember that a project is the end result you wish to achieve or the short or long term result you desire. Understanding what you want to achieve is to understand the project.

The second "P" is for Process, the steps needed to achieve the end result, the final goal, the project you wish to create or deliver. Behind any successful marketing plan, strategic initiative or organizational change lies a series of well thought out events that are coordinated through a process that is necessary and designed around the execution and delivery of the end result – your project.

As an example look at gaming regulations in general. As complex as regulations may be, the end result you wish to achieve is compliance. And process provides the framework around the steps taken by the organization to meet the requirements of regulatory compliance. Every casino operation, every department must create a set of internal controls and policies and procedures to comply with these requirements. These internal documents would be the process. The process is designed to provide the guidance and direction to allow the people within the organization to achieve the end result of compliance

Another example is a marketing promotion. In this example the promotion involves a tiered prize structure and specific giveaways to a certain segment of your players. The promotion is only awarded and valid at certain times of the day and certain days of the week. To create uniformity and ensure fairness throughout the promotional period, a series of steps and guidelines, or processes, are carefully developed around each of the individual requirements of the promotion so that it can be executed by people to deliver the desired result. These steps and guidelines create the structure around how the promotion is managed and delivered to the guest.

The final "P" stands for People. And people are most important part of the 3 P's because without people your business cannot succeed. No matter what their individual

COST OF WISCONSIN INCORPORATED **THEME AND SPECIALTY CONSTRUCTION SINCE 1957**

Jackson, WI Orlando, FL Seattle, WA
www.costofwisconsin.com info@costofwisconsin.com 1-800-221-7625

role may be, people are the driving force that executes your process and who make your project success possible. This includes people both inside and outside your organization. They include your employees and team members who engage your guests every day to drive satisfaction. They are the same people who execute your process and deliver your project. People could be the vendors that supply the goods or services, consultants or independent contractors that help you deliver a feeling of excitement, entertainment or value to your customers. Or people could be consultants or independent contractors that help you execute a strategic plan or manage an initiative as part of a short or long term goal.

It's easy to think of examples of how customer facing or front line people effect your business on a daily basis. Casino people, restaurant people and hotel people always come to mind. But let's not forget the people behind scenes that work so hard to execute a process and deliver the project. Housekeeping people, engineering people and office people

support the organization through their specialized process execution and project delivery. Imagine the disruption caused by a failed process involving a project known as paycheck distribution. This entire scenario is managed and executed behind the scenes by people. No matter what their individual role may be people make everything possible. people drive the success of your operation; the execution of your process and the delivery of your project.

So as you look at your operation think of the 3 P's and how Project, Process and People, when linked together, play an invaluable role in the success of your business. Remember, a project cannot become reality without a process. And a process cannot be executed without people. Make the most out of your 3P's. ♣

Frank Neborsky is Principal and Vice President of Power Strategies. He can be reached by calling (860) 984-7804 or email fnebersky@pwrnv.com.

Save the Date!
MARCH 2 & 3, 2016



www.gaminglabs.com/roundtable2016

ph planet hollywood
RESORT & CASINO • LAS VEGAS

3667 S. Las Vegas Blvd. • Las Vegas, NV

GLI is strategically embracing innovation at the 2016 Roundtable

TOP REASONS TO ATTEND:

- ★ **Unique opportunity to network** with other regulators and industry thought-leaders
- ★ Advanced insight into **new technologies** and current issues in the industry
- ★ **In-depth panels and sessions** exclusive to this year's Roundtable
- ★ **Complimentary** Continental breakfast and lunch daily

GLI®