



PHOTOS BY JASON FRANSON

EVENT RECAP

RUNNING LEAN: DOING MORE WITH LESS

CAPITAL BUZZ

Here's what Capital Ideas members took away from the October 19 panel:

"Having less is an advantage: it makes your business smarter."



Alanna Yee, student, University of Alberta, @alannakye

"Technology changing consumer buying: shortens the cycle and changes the competition (online is open 24/7). Compete on service."



Jessalyn King, graphic designer, Jessalyn King Studios @jessalynk

"Cross training is critical to business survival. You need a team to support each other to step outside of set job descriptions."



Annie St-Pierre, marketing and communications coordinator GFI Systems Inc., @anniestpierre05

"Running lean means doing more yourself, a common theme during these times of recession."



Sarah Patterson, team lead at Winder Inclusive Communities Services, @qtrlifeepiphany

Business owners discuss making the most of tight times



ON KEEPING QUALITY STAFF VIA CROSS-TRAINING

"A big part of our success has been cross-training. Someone can be in one division, but there's no line. They can cross the hallway and help the other people out, and that's really critical."

CURTIS WAY, president, RMS Group, rms-group.ca



ON COMPETING WITH BIG BOX AND ONLINE STORES

"In the retail world, you can shop at midnight. You don't need to wait until 10 a.m. So how do I compete to give you the best? All I can give you is service, and give you a really prime product, and care about any problems you have."

CAROL LOGAN, owner, Carol's Quality Sweets, carolsqualitysweets.com



ON WHAT RUNNING LEAN MEANS

"I think it's an opportunity to do things that you wouldn't normally have to force yourself to do. I think it's an opportunity to prioritize what's really important in your business, as well as what you really need to do, instead of what you would like to do."

TRINA SHIPANOFF, founder and C.E.O., Night Market Edmonton, jlsnightmarket.com

LISTEN NOW



Hear a podcast of the panel

You can hear the entire discussion in our podcast. Download: capitalideasedmonton.com/podcast Subscribe: "Capital Ideas Edmonton" on iTunes and Google Play.

ONLINE

For the full recap of "Running lean: doing more with less" visit capitalideasedmonton.com/news



Thank you!

Linda Wolff, realtor from Realty Executives Challenge, is congratulated for winning a door prize by Craig Milne, entrepreneur strategist with the ATB Entrepreneur Centre.

