

## MTI Presents its Experience on Re-structuring at the CMA Conference

*"When the going is good, organizations accumulate a lot of fat", this was the basis of the concept that was on discussion at the recently concluded CMA Conference held on the 21st April 2008 at the Cinnamon Grand. The theme for the conference was "Restructuring the Corporation"*

Colombo, Colombo, LKA, 2008-05-06 16:26:10 (IndiaPRwire.com)

MTI Consulting which is one of the fastest growing international management consultancies presented this year at the CMA conference on **Re-structuring in Sri Lanka Process & Experiences**. Speaking at the conference was MTI's International Consultants Sanjeev Abeyanayake (Director/Senior Consultant MTI Consulting for Sri Lanka and Bangladesh) & Suraj Deen (Director/Senior Consultant, MTI Consulting for Sri Lanka & Pakistan)

For most companies Restructuring is associated with bad times. Restructuring has been considered synonymous with losses, down-sizing, retrenchments and plant shut downs. MTI Consulting's research and experiences have seen that companies still use conventional restructuring as emergency surgery before the last breath is drawn!

MTI's research and experience in over 33 countries shows that fast growing organizations become the prime candidates to put on 'unproductive fat' and acquire inefficient processes and practices, gradually making the company uncompetitive. MTI's experience also shows that smart companies recognize such pitfalls and the need to continuously ask the hard questions even in the face of experiencing continued business success Presenting at the conference MTI's Consultant Mr Sanjeev Abeynayake stated examples on how MTI's globally acclaimed RSRS® restructuring model was applied. MTI's Restructuring based on Re-strategizing Model (RSRS) is a strategy based structuring process that conceptually leaves aside the current structure and employs the Value Adding Flow to build the structure. He further stated that at this point we put aside all the current jobs, designations and layers and then re-look how to rebuild business afresh. It is what we call a Ground Zero approach, where the entire corporate structure is razed -with nothing left but the franchise, customers and brands.

Further speaking at the conference Mr Suraj Deen stated that companies need to base their structure on business strategy. Some companies tend to consider their structures more permanent than their buildings. Thus companies do not perceive the need to change these structures to suit the times. He further stated that the Structure has to be a means to an end, which is to achieve the business strategy.

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MTI Consulting is an international strategic management consultancy with operations in Bahrain, Dubai, India, Pakistan, Sri Lanka, Mexico and Bangladesh - that has provided solutions to clients in over 275 projects in 33 countries across 5 continents. The company recently diversified into 7 specialist units along the lines of Branding, Corporate Finance, HRM, Legal & Governance, Channels & Sales, Supply Chain and Technology

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