



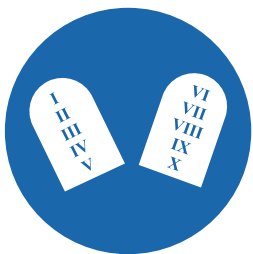
A BRIEF HISTORY OF DOING IT RIGHT:



While AppWright didn't invent the idea that applying best practices and principles of continuous improvement can positively impact your business, we certainly stand by it.

At the surface, this idea is just plain old common sense. Throughout history it has been proven time and again to be a key factor of success in all types of situations.

A checklist is simple, but powerful, and it's one of the most important tools for making best practices widely available. Here are a few examples of the checklist doing its job throughout history:



C: 1400 BC: MOSES

Moses? We're kidding – right? Maybe a little, but consider this: The Ten Commandments are one of the oldest, most well-known compilations of moral principles. In the Western world they are considered by many to be the foundation of our entire civilization.

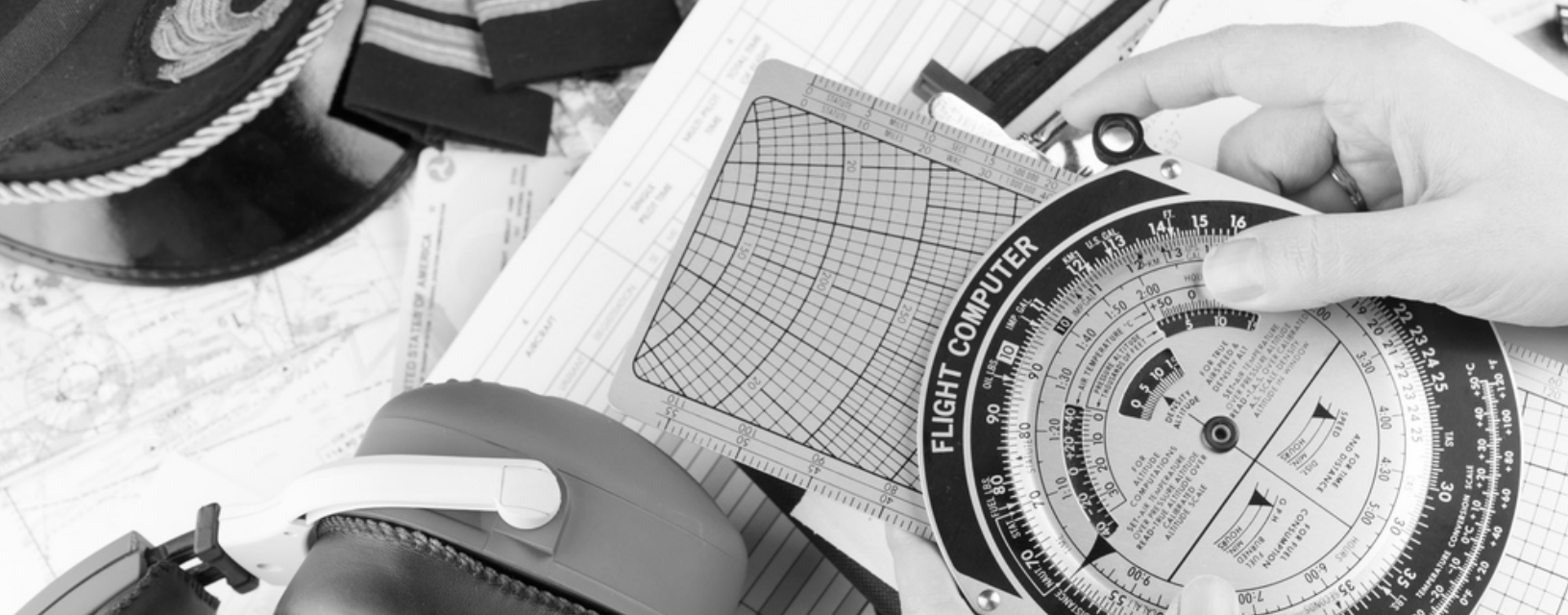
Rather than being a checklist for work or war, it became a best practice checklist for moral compass. In one sense, it's the ultimate checklist; it helps us organize our civilization so that the rights of individuals are respected and personal accountability is recognized. Not bad for 10 best practices that are nearly 4000 years old.



1908: HENRY FORD AND THE ASSEMBLY LINE

Everyone knows that Ford's assembly line revolutionized manufacturing and was largely responsible for the birth of what later became the largest industry in the world. An assembly line isn't a checklist—but rather a rigid structure of best-practice implementation if you look the problems that it solved.

Prior to using the assembly line, cars were manufactured by teams of craftsmen who each provided specialized labor to put together a complete car. One team might be better at engines, and another might have found a quicker way to install the interior, but rarely—if ever—did a single team arrive at the complete set



of best practices for assembling an entire car. Even if they did, communicating their perfect recipe to another team was highly unlikely. As a result, automobile manufacturing was slow and expensive because it was incredibly inefficient. Ford created one gigantic “best practice” for assembling not one car, but large volumes of cars at once by carefully dividing labor into distinct, bite-sized phases that could be honed to maximum efficiency by the workers assigned to each phase.

Ford’s innovation lowered the cost of the automobile so much that, for the first time it became possible for average workers to afford their own car. Even better, Ford managed to be so profitable that he could double the wages paid to his workers. Now that’s a best practice that really paid off for everyone.

1935: THE B-17 FLYING FORTRESS AND THE BIRTH OF THE PRE-FLIGHT CHECKLIST

Many people are aware that before a pilot takes off in an airplane he runs through a pre-flight checklist to make sure that the aircraft and crew are fully prepared for a safe flight. Aircraft are complex machines and in 1935, the most complex aircraft in the world was the newly-created Boeing B-17 Flying Fortress. In a demonstration flight for the U.S. Army Air Corps, the crew forgot to disengage an important lock-out device and the new aircraft crashed shortly after takeoff, killing the pilots and badly injuring other crew members.

The loss nearly destroyed Boeing, but the superior characteristics of the plane won out in the end. The rest of history is in the books, as the B-17 went on to be one of the most important tools in the Allied arsenal to winning the World War II in the European theatre.





What is not as commonly known is that the remedy proposed to keep such an oversight from happening again was the first use of the pre-flight checklist. Today, pre-flight checklists are mandated by the FAA before every take-off and are recognized around the world as the best practice for improving air safety.

1969: LANDING ON THE MOON

The entire history of the NASA space program has been one long testimony to “doing it right”. The most complicated environment of machines ever created was the Saturn V launch system that took America to the moon. If you research NASA’s approach to managing the complexity of space travel, you’ll find checklists abound. Any films that document the history of space flight will show the engineers at Mission Control working diligently through intricate checklists at every stage of the mission. Before every critical operation, the flight director polls each department for a “go, no-go” status; when something goes wrong they reach for diagnostic checklists and begin to work through the problem in a systematic manner. Even when a flight ends in tragedy, checklists are refined to eliminate the possibility of a similar occurrence happening again.

Even today, best practices are almost always implemented in the form of checklists. The large master document for an entire mission is called the mission plan, and it spans thousands of pages showing detailed, step-by-step instructions that cover every aspect of the assignment.

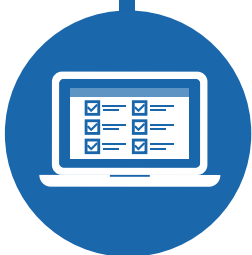
When astronauts suit up for a space walk, you will often see them referring to smaller flip-book style checklists attached the sleeve of their space suit. With so many complex ways for something to go wrong, it is imperative that everyone stay focused on the one correct way to “do it right”, and NASA uses checklists to reach that goal.



2009: DR. ATUL GAWANDE AND THE CHECKLIST MANIFESTO

Dr. Gawande is the best-selling author of a powerful meditation book focused on improving outcomes in modern medicine titled, *The Checklist Manifesto*. As a surgeon, Dr. Gawande is acutely aware of the highly complex nature of modern medical care and how missing even a small detail can have life-changing consequences for the patient.

The book tells the story of how mandating simple checklists in critical portions of patient care has helped to significantly reduce medical errors and save patient lives in the hospitals where this practice has been implemented. His book goes on to discuss how in the increasingly complex world we all inhabit, the application of best-practice checklists can help reduce the possibility of dangerous errors and save lives in the medical field.



TODAY: YOU AND APPWRIGHT JOBCENTER

AppWright JobCenter is much more than a giant checklist engine; it has powerful communication, information management, workflow, and reporting features. Even so, the basic concept behind much of our product is as simple as it is powerful—much like the checklist.

Once the best practices (ie: workflows or checklists) for a business are developed, it is essential that they are used in earnest across the business so that everyone is “doing it right”. As you continue to refine and improve your performance, AppWright JobCenter tools give you the power to quickly deploy refinements to your workflow and communicate effectively with everyone involved. AppWright JobCenter is an excellent tool for helping businesses of all kinds make history by “doing it right.”

