

Simon Collinson and Melvin Jay

From Complexity to Simplicity

**Unleash Your
Organization's Potential!**

Contents

Preface	iv
1 The Causes and Consequences of Complexity	1
2 Diagnosing Complexity and Developing a Simplification Strategy	37
3 How to Simplify: People Complexity	57
4 How to Simplify: Organizations	92
5 How to Simplify: Strategy	140
6 How to Simplify: Processes	173
7 How to Simplify: Products and Services	201
8 How to Simplify: Everyday	229
Appendix 1 Costly Complexity in the Pharmaceutical Sector	250
Appendix 2 Costly Complexity in the Banking Sector	265
Appendix 3 Costly Complexity in the Insurance Sector	277
<i>References and further reading</i>	287
<i>Notes</i>	292
<i>Index</i>	293