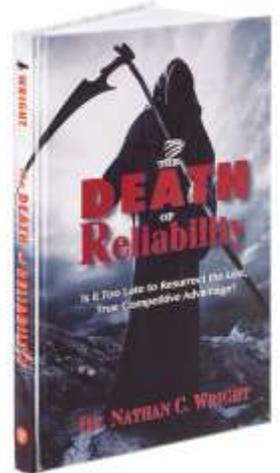




**FOR IMMEDIATE RELEASE**  
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## ***The Death of Reliability: Is it Too Late to Resurrect the Last, True Competitive Advantage?***



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Are we facing the death of reliability? Some believe this is the case, particularly when it comes to reliability leadership. Without qualified leaders, there can be no true reliability, and as such, companies are losing out on the one real competitive advantage available to them today.

About thirty years ago, organizations would invest time and money in their employees to develop craftspeople. Nowadays, many companies use shortcuts to try to achieve reliability, often fudging numbers to make it *appear* that they are progressing in the right direction, or using abbreviated training rather than full apprenticeships to produce skilled craftspeople. Unfortunately, they're simply covering up the unreliability that causes them to lose ground and increase costs. The misguided shortcuts used to circumvent hard work and effort are eroding craft skills.

There are three components that are the root causes of unreliability, and, if eliminated, will lead to reliability: 1. Improper Lubrication; 2. Contamination; 3. Improper Installation. Dr. Wright goes above the “what” and “why” of reliability found in other resources to offer the “how to” of reliability.

### **CONTENTS**

● Introduction: Competitive Advantage ● What is Reliability? ● Lubrication ● Contamination ● Improper Installation ● What is a Maintenance and Reliability Professional? ● Leadership Style ● Things Leaders Should Stop/Start Doing Immediately ● Managing Consultants ● Reactive Maintenance Strategies ● Proactive Maintenance Strategies ● Conclusion. **An affiliated website will include the following helpful resources:** ● Project justification with calculated ROI ● Training Matrix with weighting to pay for skill structure ● Work priority rating for Work Management ● Work flow Management Process ● Storeroom Matrix for Stock/Not Stock.

## ABOUT THE AUTHOR

**Dr. Nathan C. Wright**, D.M., MBA, CMRP, PMP, MLT1, is a no-nonsense Senior Manager with more than 35 years of successfully transforming companies or divisions in the heavy equipment, manufacturing, mining, food and beverage, and defense industries. Wright offers a history of outstanding success in quickly bringing organizations to greater productivity, revenues, and win-win customer relations. He holds a Doctorate of Management, numerous certifications, and is known and respected for leadership in three primary areas: 1. General Management; 2. Operations Management; 3. Maintenance/Reliability Engineering Management.

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