



LESSON #5: ASSETS

Explore ways your team can become more efficient and productive to improve asset utilization.

ANSWER THE FOLLOWING QUESTIONS AS A TEAM:

1. Do we have productive assets? Could we use any of them more efficiently than we are now?
2. Are we focused on the right things?
3. What are the 3 to 4 business priorities that are most important to our team?
4. Are we trying to do too much? Is there anything we need to say no to?
5. Explore ways the team can get better at utilizing assets efficiently.

QUEST:

Read the *Assets and Airlines* case study. What were the three lessons your team learned to use your assets wisely for better business decisions in the future?