



High-Yield Methods

for customer-aligning business strategies, process & technology

BIOGRAPHY

RICHARD A. (DICK) LEE: PRINCIPAL, HIGH-YIELD METHODS

Consultant, author and educator [Dick Lee](#), a pioneer in the development of both “outside-in” process and office/service process design, is founder and principal of St. Paul, Minnesota-based [High-Yield Methods](#). Dick is the originator of Visual Workflow, the first formal outside-in process approach.

In addition to designing O/S process, HYM focuses on aligning process with business strategies and then technology with process. Dick and the firm believe strongly that external process alignment with customers supported by internal process alignment among functions creates maximum possible return to the company. Visual Workflow is designed to accomplish this “full alignment” outcome.

HYM’s mantra, which clients frequently repeat, is: *Are we adding value to customers in ways that add value back to the company?*

In addition to being a process pioneer, Dick was also among the principal architects of the CRM movement. His books, *The Sales Automation Survival Guide*, *The Customer Relationship Management Survival Guide* and *Strategic CRM* were instrumental in persuading business that CRM is a business strategy executed by well crafted, well-aligned business process—not software.

Dick taught for 10 years at the Graduate School of Business, University of St. Thomas. He holds a BA from Reed College, Portland, Oregon and an MBA from the



Sawyer School of Business at Suffolk University, Boston. His work and perspectives have been featured in “Business Week,” National Public Radio’s “MarketPlace,” “Newsweek,” “The Wall Street Journal” and numerous other print and web-based publications.

In addition to his HYM role, Dick is an active associate of the London-based BP Group, the London-based, not-for-profit, global provider of process certification. He manages BPG’s “Outside-In Process” LinkedIn sub-group. He is also an original member of the CustomerThink Advisory Board, on which he continues to serve today.

For free white papers and articles describing HYM's office/service process design and CRM implementation approaches, visit www.h-ym.com.