

Douglas Desertfire Case Study – November 2022

Wrapping up Project Desertfire

We're excited to wrap up Project Desertfire, as the capability to create work instructions (WIs) using the Process Picture Maps (PPMs) format is now embedded within Douglas!

Through this project, we've delivered a lot:

Standardised templates

- Consulted all subject matter experts and peer leaders during the development and review phase of our first WIs
- Established more consistency between shifts
- Coached people on how to read and use the documents as job aids and training tools
- Distributed more than 30 new Wis making them accessible and visible in the workplace
- Continued to ask for feedback to ensure people are benefiting from the WIs being produced.

Created a community of authors

- We have nine certified authors across five departments in both NZ and Fiji that have taken up the opportunity to improve and present best practice
- There are three new authors currently receiving training, coaching, and working towards their certification.
- A community of authors has been created to support each other in creating the very best work instructions they can and to, ultimately, simplify our SOPs.





Promoted best practice

- WIs aren't just documents but a process of improvement. A full analysis of our manufacturing and packing operations identified potential for over 300 work instructions which our authors are now creating.
- Our people now have clear concise step-bystep instructions readily available to them.
 These can be used as on-the-job training materials or memory joggers to enable them to do their best work.
- We also now have the capability to embed narrated videos into the work instructions which is an exciting enhancement when we are ready to take up this opportunity.
- With the transition to BAU, area managers are entirely in control of prioritising and driving creation of WIs with their respective authors.

Our documents carry important information to help our people do their jobs, so it is exciting to produce documents that are easy to create and use, and that enable us to turn lengthy and complex SOPs into powerful improvement tools.



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Feedback from some of our authors:

"Introducing WIs across Douglas has been a tremendous success, from streamlining the operational processes to practical procedures. The best part is WIs are accessible at the doorstep of workstations."

"In the Packing Department, excitement has sparked since the launch, and other production packing lines have requested and shown interest in having some for their lines. Employees are excited for more WIs as they have said it's less of a hassle to scan through SOPs - they avoid delays in the process, are effective as memory joggers, and help in training new recruits. Achieving this wouldn't have been possible without the help of everyone involved in this project, especially with the constant feedback/coaching on how to introduce and make it user-friendly for the end users."

"Desertfire has been a new and innovative way of how authors approach writing and during the WI break-up sessions, I was able to see how much of an impact this would have on my approach to writing procedures and the impact this would have on the wider business. The team at Desertfire have been amazing and extremely helpful with end-to-end support and guidance."

"The initial training, led by Desertfire's CEO, provided us with insightful guidance on how best to approach documenting areas of the business and explained how language and visualisation can enable efficient absorption and storage of information. The software makes the process of generating WIs tremendously easy and the team have offered their support and guidance throughout."