

## Precision Acquisitions Direct: Are You Implementing Kaizen?

Monday 28 November, 2016

To inspire positive action and help their workforce become more open to change, [Precision Acquisitions Direct](#) has been discussing the Japanese art of Kaizen and its application to professional success.

Kaizen is a Japanese word for 'continuous improvement.' Kaizen methods have been used by business professionals around the world to help influence positive change and fuel progress. Made up of two Japanese characters: Kai, which means 'change,' and zen, which means 'good,' it is used to describe a state of continuous improvement, where everyone within an organisation regularly evaluates their performance and looks for ways to improve it by taking small, yet positive steps forward.

About Precision Acquisitions Direct: <http://www.precisionacquisitionsdirect.com/about-us/>

Due to its potential to be applied both personally and professionally, Precision Acquisitions Direct recently spoke to their contractors about Kaizen in a specially organised workshop. With the majority of their contractors working towards progression within the industry, the firm is confident that the principles of Kaizen could help them to make significant progress when working towards their individual goals.

Unlike many ineffective 'quick fixes' and 'hacks' available to those seeking professional advancement, Kaizen is a slow, ongoing process that offers real improvement. It teaches professionals to take responsibility for their actions, and that their success is in their own control. All improvements are suggested by the individual doing the work, rather than from an outside perspective, meaning that people can work towards the goals they feel most passionate about and move forward at a pace that keeps them motivated and engaged.

Precision Acquisitions Direct were eager to address during the workshop that Kaizen is a mental process, and as such needs to be practised regularly if it is to have any significant impact on success. The firm recommends that to implement kaizen into daily work life; professionals must make an effort to set a regular time for reflection on the things they are doing. During this period of reflection, professionals should ask themselves whether they could be doing more to increase their chance of reaching their goals. These changes shouldn't be too dramatic; they just need to have enough of an impact to increase momentum and improve efficiency. Looking for small ways in which they can improve daily practices will over time help them develop faster, more successful ways of doing things, which will bring them ever closer to their ultimate professional goals.

Precision Acquisitions Direct are proud to be in a position to put their contractors [in control of their progression](#) in this way and are hopeful that practising the principles of Kaizen will help them to stay on track towards success. The firm is confident that this freedom allows their contractors to achieve more and value the true impact hard work can have on their futures.

Precision Acquisitions Direct is an event marketing agency based in London. The firm specialises in connecting with consumers on behalf of their clients' brands through face to face events and promotions. This allows the company to establish long-lasting relationships between brand and consumer which drives customer acquisition, brand awareness and brand loyalty for their clients.

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