

# Striking the right

BY SUE BUGOS

While music is Jason Goto's passion away from the office, the founder and president of AnalysisWorks Inc., and his team, work like a finely tuned instrument to solve the complicated operational and process issues of their clients to help them run more effectively. As an evidence-based management consulting company, AnalysisWorks is changing the field of organizational improvement with their methods and approach, and Jason is not prepared to stop there.

## SCORING A NEW SONG

Becoming a UBC student in the late 1990s, Jason already had an engineering degree from University of Waterloo and experience as a process engineering consultant with health care organizations in Ontario. "When I decided to pursue a Master's degree I did a lot of research to find the right program, and what appealed to me with UBC was that I could tailor the courses I took and the internship I chose to the type of challenges I knew I would face in the real world," explains Jason. While completing his degree, and for a while after, Jason was also instrumental in the development of the Centre for Operations Excellence (COE) at UBC. He took the lead on several projects and subsequently served as Associate Director.

As he considered his options after graduation, Jason realized that "If I was going to be making money for someone, why shouldn't that someone be me?" so he incorporated AnalysisWorks and hasn't looked back. Considering himself risk-averse, Jason says he pursued his entrepreneurial enterprise because he completely believed in what he was doing and didn't see it as taking a big risk. "In

order to be a successful entrepreneur, I think you need to have a true passion for what you do and really believe that you can be the best at it. That attitude will help make up for any other deficiencies," he says with a slight, self-deprecating chuckle.

## ACHIEVING HARMONY

Hard work and long hours in the early years have reaped steady rewards. Employees were hired, the client list began to expand, and ten years later Jason and his team of 11 are enjoying every challenge they face. With current revenues of over \$1.7 million it is no wonder that Jason was recently named one of *Business in Vancouver's* Forty under 40, something he says is very flattering.

Working out of a daylight filled office in the Fairview area of Vancouver, Jason is currently steering the company through a long-term strategic planning process with a mind to revolutionize the way the management consulting-process engineering profession operates. "We love tackling a complex challenge," enthuses Jason about his team, "but what we're really passionate about is making

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*“We love tackling a complex challenge, but what we’re really passionate about is making a difference; helping our clients make positive change.”*

—Jason Goto, MSc 1999

a difference; helping our clients make positive change. Although our processes are very numbers driven, we are also very consultative and I think our clients appreciate that. It’s really exciting to see it all come together!”

#### **FINE TUNING IT ALL**

Despite being fully invested in AnalysisWorks, Jason is also devoted to his family; spending time with his wife of 7½ years, Larissa Petrillo, and 4 year-old son Nigel is very important to him. “Music is my escape,” he explains speaking about how he unwinds by writing music with a friend, “and Nigel and I have fun making up songs together. On nice days we love to head down to the beach; he brings his sand toys, I bring my guitar and we can spend ages with him digging and me strumming away in the background.”

Belying the image of a laid-back musician, Jason is driven to bring his business to new heights. Martin Puterman, Director of the Centre of Operations Excellence, who also served as Jason’s thesis advisor at UBC, is not surprised at the success Jason is enjoying. “He was one of our first COE students and has built

on this training to become widely known in the BC health care community as a leading practitioner of health care operations research,” he says. Health care organizations form the bulk of AnalysisWorks’ client list as a result of Jason’s early connections with that industry, but education and aerospace clients round the list out. “We can help any type of organization that needs help making effective change and has complex issues that require complicated mathematical analysis,” he explains.

As Jason looks ahead to AnalysisWorks’ future he says, “We’re growing about 25 per cent every year. Our goal is to make the biggest impact we can bar none.” To do that, they are taking a variety of steps including developing a training program tailored to their industry because he has found there isn’t much awareness of it, so people aren’t really being educated in the field. Future plans also include systemizing their processes to enable Jason to set up offices in different locations to serve clients where they are situated. And seeing all of that come together will truly be music to his ears. ■