

QUALITY FABLES™ for PERFORMANCE EXCELLENCE

INTRODUCTION

Children and leaders are alike. Their attention span is miniscule. They are distracted. The only way to get them focused for seven minutes is by narrating stories.

Stories glue leaders. At Qimpro, we call these stories, Quality Fables.

Quality Fables are based on actual Qimpro experiences with manufacturing and non-manufacturing clients. They are seeded with deep lessons. Most of these lessons can facilitate steering your organization to Performance Excellence. To your collective Leadership Vision.

At a Quality Fables seminar, we catalyze knowledge generation, by showcasing appropriate stories and jointly harvesting lessons learned. Absolute gems.

Several of these lessons, may serve as potential Best Practices for your organization. By innovatively adapting these Best Practices, you can also deliver Benchmark organizational results.

Attached herewith is a randomly selected Quality Fable from our bank of 75 fables.

OUTLINE

The topics for a one-day video-driven Quality Fables seminar are:

1. The Evolution of Quality
2. The Framework for Performance Excellence
3. Quality Fables:
 - Executive Leadership
 - Strategic Planning
 - Customer-Driven Quality
 - Cost Of Poor Quality
 - Human Resource Focus
 - Process Management
 - Results
4. Development of an Action Plan.

WHO SHOULD ATTEND?

Leaders & Senior Managers in Business, Healthcare, Education.

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FACULTY



Suresh Lulla

Author of Quality Fables 1/2/3.

Founder and Mentor, Qimpro Consultants Pvt Ltd;

Co-Chairman, IMC Ramkrishna Bajaj National Quality Award;

Director (Member Engagement), Global Benchmarking Network.

People Listen to What You Say; They Believe What You Do

Leadership is all about “Walk Your Talk”. People listen to what you say; they believe what you do.

I refer to an established organization that appoints a Chairman every five years, through a transparent process extending over a couple of years.

This is an organization that is known for its focus on customers in a competitive national market for consumer products.

On an extended assignment with this company - involving monthly visits for facilitating and coaching Quality Improvement Teams - I was impressed by the diligence of the members. Monthly assignments were completed to perfection.

Yet these team members were all salesmen! In normal course they were hardly ever in office. In fact not being in the field was considered a cardinal sin. To top it all these salesmen had high frequency transferable jobs.

These professionals were organized. They were well educated and groomed. They respected one another’s commitment to Quality Improvement of the Sales Processes, and made sure each was present at the weekly two hours meeting. In addition, they coordinated their own time during the week to complete the tasks assigned to each individual. In spite of all this extra load they never lost focus of the customer.

I have heard of “Customer is Number One”, but here it was live. It was a culture in this organization. The system supporting the customer was simple and robust. Obviously, it all starts at the top.

QUALITY FABLES™



I was led to the Chairman's secretary... she shared the Chairman's diary. Every even week, a day was dedicated to walking the streets in a different city or town or village. The Chairman would talk to the 'kirana' shopkeepers and 'paanwallas' and their customers; also to any common man he felt like striking a conversation. His objective was to see with his eyes and hear with his ears all that is possible to know about the end consumer of his or competitors' soaps, detergents, toothpastes, talcum powders, tea, ice creams, etc. I was informed by the secretary that this discipline had been observed Chairman after Chairman for decades. She knew.

Hence, it was quite natural for the salesmen on my Quality Improvement assignment to pursue the customer-focus culture. In fact, they explained that every executive, regardless of function, was advised to spend time in the field whenever the individual had a couple of slack hours.

Lessons Learned

1. Top management actions define an organization's culture
2. Continuity in customer-focused culture is vital for survival and success in a competitive market
3. Professionalism starts with respecting one another's time
4. Get the commitment first. Change in behavior will follow
5. Keep your promises to be trusted by your colleagues
6. Hearing the voice of the final consumer is the best education for all levels of management
7. The secretary is a treasure of information

**Quality Fables™
facilitate learning**