

WELCOME TO ASQ – SECTION 1530



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Pittsburgh Welcomes







Welcome!

Community Leadership Institute
Becoming a World Class Organization

Ideas to Action Gathering
May 14, 2011



ASQ

The Global Voice of Quality®

World Class Collaboration

- How do all of the pieces and players of ASQ have to work together to achieve world class status?
- What are the barriers?
- What are the enablers?



Next Steps

- Member leaders and staff from the 7 projects will meet and review the key statements identified.
- Use the notes and data from the initial meeting to frame and shape the project
- Reach out to other member leaders, sections and divisions as appropriate
- Set up an online community for sharing and viewing of progress



ITAG – Ideas to Action Gathering

- Challenges
 - Membership leveled off at 80,000
 - Retention 70%
 - 1st year renewal rate 50%
 - ASQ doesn't know what “moment of truth” is
 - Must answer: why do people stay?
- How can ASQ better support Sections?
- Need to enhance member engagement

Creating Member Experiences

- Customers don't want choice, they want what they want
- Creating customer experiences drive satisfaction, loyalty and growth
- 3 key objectives for success
 - Functional
 - Emotional Resonance
 - Sociological Resonance

Key Objectives for Success

- Functional
 - Must serve a purpose
 - Help me accomplish a task
- Emotional Resonance
 - Inspire feeling on a personal level
 - Help me care/feel deeply about what I do
- Sociological Resonance
 - Group association
 - Share the experiences
 - Help me build relationships with others

Creating Great Member Experiences

Beginning Steps

- Identify experiences that matter
- Harmonize the positive cues
- Eliminate the negative cues
- Mix in memorabilia
- Engage the 5 senses
- ROI: People must get more than they give

Creating Great Member Experiences

Harley Davidson

| Functional | Emotional | Sociological |
|---|---|---|
| <ul style="list-style-type: none">• Transportation• Recreation | <ul style="list-style-type: none">• Attitude• Fantasy Adventure• Freedom of open road | <ul style="list-style-type: none">• Culture• Community |



ASQ 1530 Recognized for Total Quality and Quality Management Process



2011 World Conference on Quality and Improvement

Ball Room Hours

- 8:30 a.m. - 8:30 p.m.
- 9:00 a.m. - 5:00 p.m.
- 9:00 a.m. - 5:00 p.m.

Ball Room Events

Friday, May 16

- 8:30 a.m. - 8:30 p.m.
- 9:00 a.m. - 5:00 p.m.

Saturday, May 17

- 8:30 a.m. - 8:30 p.m.

Ball Room Sessions

- 10:30 a.m. - 12:00 p.m. **1030** Manufacturing in the New Global Marketplace 2011
- 10:30 a.m. - 12:00 p.m. **1031** Do You Want to be a Successful Quality Professional?
- 1:30 p.m. - 3:00 p.m. **1032** How to Use LinkedIn to Find Your Next Job
- 1:30 p.m. - 3:00 p.m. **1033** Using Six Sigma Capabilities and Pay



ASQ
Quality Improvement Society
2011 World Conference on Quality and Improvement
May 16-17, 2011
Atlanta, Georgia

A



Opening
Quality
Product
Build
Career
Career
Blue
Banquet



ASQ

Global Voice of Quality™

The New Role of Tomorrow's Applications of Proven Quality Tools

2011 World Conference on
Quality and Improvement
including
Institute for Continual Quality
Improvement, Institute
For Software Excellence, Quality
Institute for Healthcare,
and Quality in Sustainability
Conference

3rd Floor – Spirit of Pittsburgh
Ballroom **UP**

*Take escalators on 3rd floor to 2nd floor for
Registration and Information*



ASQ

The Global Voice of Quality



500

EDUCATION DIVISION

ASQ

Education

Division

Global Education



Higher Education



Workforce Development





400

500

600

700

800



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SGS

Excel



We Are ASQ





"It's not about resources, it's about processes." Thad Allen USCG (Ret.)

He stated his strategy throughout his career could be mapped to Malcolm Baldrige Award

Black Swan

- Until 18th Century Great Britain had never seen a black swan
- Mind could not consider a non-white Swan
- Certain things happen that cannot be predicted by past data

Black Swan (cont.)

- Earthquakes can happen
- Tsunamis can happen
- Nuclear meltdown can happen

Who would predict all three occurring at same time?





J.J. Irani of Tata Sons

On innovation: "Do not only reward success, reward failure also."

On rewards and recognition: "Reward goes into the bank account and is forgotten; recognition, however, increases company morale."

Defines quality: "Quality Unites And Leverages Individual Talent Year After Year"



Keynote speaker Barbara Corcoran, founder of The Corcoran Group. She is the real estate contributor for NBC's "Today Show" and author of the national best-seller "Use What You've Got." Her latest book is "Shark Tales." She is on the panel of TV's Shark Tank.



Barbara's Lessons Learned

- Perceptions create reality
- All the good ideas are on the outside
- Don't underestimate the power or recognition
- Shoot the dogs early
- Have fun
- Two kinds of people: expanders and containers
 - Put one of each at lead of project
- You have the right to be there (act like you belong, claim your success)

Rob Bryant, senior VP of quality and Lean Six Sigma, Computer Sciences Corporation.

"Put employees first—give them the tools and equipment they need."

"Disengaged employees have a profound impact on companies."

"The definition of Lean: get rid of the junk. Six Sigma: improve what's left."





**Bennie Fowler, group
vice president of quality
and new model launch
at Ford**

Ford Global Quality Improvement Process

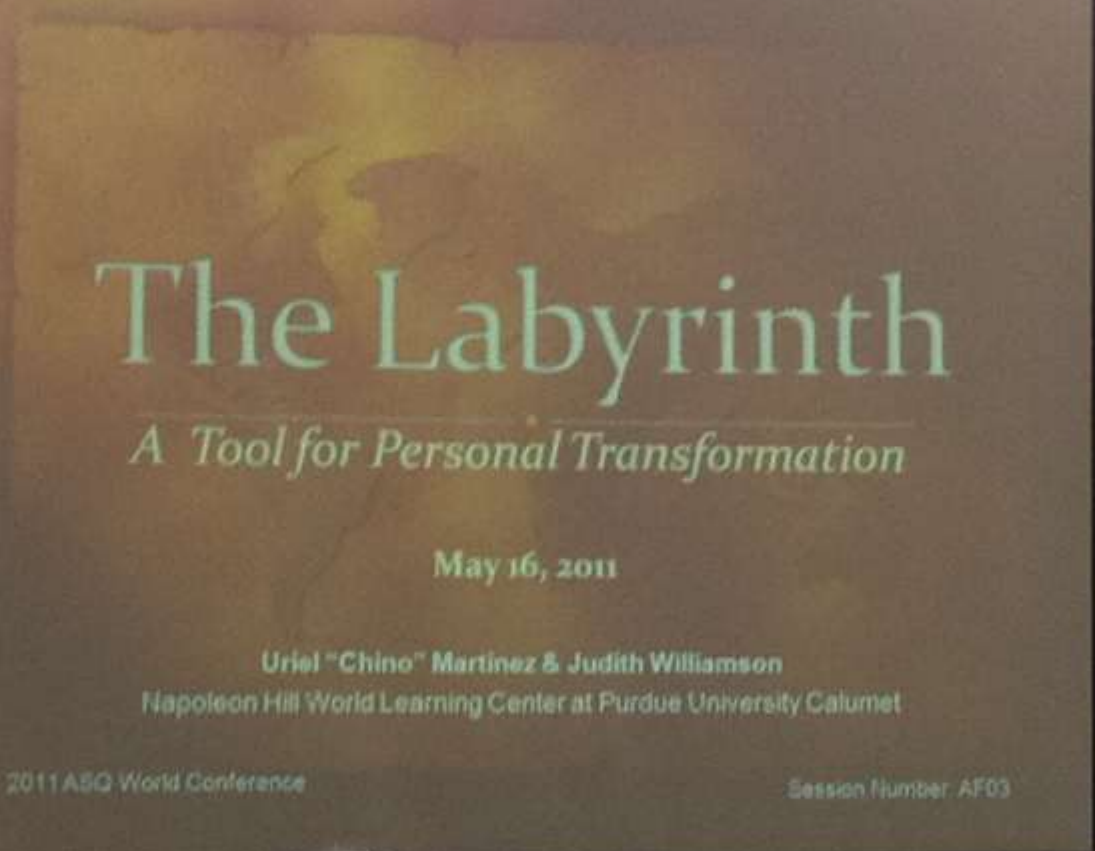
- Learn
- Teach
- Apply
- Reward & Recognition
- Replication

From knowledge to sustainable results

Quotes from Henry Ford

- Coming together = beginning
- Keeping together = progress
- Working together = success

Quality means doing it right when no one is looking.



The Labyrinth

A Tool for Personal Transformation

May 16, 2011

Uriel "Chino" Martinez & Judith Williamson
Napoleon Hill World Learning Center at Purdue University Calumet

2011 ASQ World Conference

Session Number: AF03



ID:AF01 Title: People Skills for Quality Professionals Type:

Description: Most quality professionals are naturally skilled in the analytical areas of logic, use of data, formal problem-solving processes, statistics, and so forth. We also tend to be introverts in a world of extroverts. Accordingly, we can get marginalized in our organizations. We get frustrated, quality takes a back seat, and companies get in trouble. What can we do about this? Join this immensely valuable discussion on developing “complimentary” skills.

**Who says quality
professionals need
enhanced people
skills?!?!?!?!?**

**Anaheim
Welcomes
2012 ASQ World
Conference on
Quality and
Improvement**

*Anaheim, CA
May 21-23, 2012*



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