

LET'S TALK QUALITY
VOLUME III

TAPE ONE
SIDE ONE
QUESTIONS

42 1. SORT OF ASIDE FROM QUALITY, I'D LIKE TO HEAR ABOUT PHIL CROSBY THE ENTREPRENEUR, HOW YOU GET STARTED, WHAT MADE YOU TAKE THE PLUNGE FROM ITT AND SO FORTH.

43 2. I'M WITH ATOMIC ENERGY OF CANADA AND WE DO VERY TECHNICAL THINGS AS YOU CAN IMAGINE. THIS CONCEPT OF REQUIREMENTS HAS A SPECIAL MEANING IN OUR ORGANIZATION AND YOUR CONCEPT OF REQUIREMENTS IS A LITTLE DIFFERENT. AND IF I GO AND SAY TO SOMEONE WELL, NOW YOU'VE GOT TO MEET THE REQUIREMENTS AND YOU'VE ALWAYS GOT TO DO IT RIGHT, THEY'LL SAY WELL I DON'T KNOW WHAT THE REQUIREMENTS ARE. THAT'S WHAT MY JOB IS; TO FIND OUT WHAT THE REQUIREMENTS ARE AND TO DECIDE WHAT TO DO. SO THERE IS A MIXTURE IN CONCEPTS AND COULD YOU GIVE US SOME WORDS.

44 3. I'VE GOT A TWO PART QUESTION. FIRST OF ALL, HAVE YOU HAD VERY MUCH INPUT FROM THE EDUCATIONAL FIELD, TOMORROWS MANAGERS, OR THE PEOPLE THAT WILL BE RUNNING THIS COUNTRY TOMORROW. REALLY ALL THE YOUNG PEOPLE THAT ARE IN SCHOOL TODAY AND COLLEGE. IF WE DON'T TRY TO TEACH THEM TO PERFECT AND BE 100 PERCENT TO CONFORMANCE, THEN A COMPANY HAS TO TURN AROUND AND SPEND THE TIME AND ENERGY TO RETRAIN THEIR THOUGHT PROCESS BECAUSE YOU THINK OF THE JAPANESE, THEIR YOUNGSTERS ARE KINDA BROUGHT UP THAT WAY, TO PERFECT WHATEVER THEY DO. SO WHEN THEY DO GO TO WORK FOR A COMPANY, THAT TYPE OF IDEA IS ALREADY INSTILLED IN THEM. WE LOOK AT HOW FAST OUR INDUSTRIES IN THIS COUNTRY ARE FADING OUT FOR THE SIMPLE REASON THAT WE DON'T MAKE THE QUALITY PRODUCT THAT A LOT OF YOUR THIRD WORLD NATIONS ARE STARTING TO GET INTO. SO, HOW IS THE QUICKEST WAY TO TURN THE PROCESS AROUND AND KEEP IT GOING?

45 4. WE OFTEN HEAR OF THE PHRASE BUILT IN OBSOLESCENCE, HOW DOES YOUR PROCESS APPROACH THAT?

46 5. I WAS CURIOUS ON YOUR STEP EIGHT IN QUALITY IS FREE, THE TITLE OF THAT WAS SUPERVISORY TRAINING. I NOTICED IN QUALITY WITHOUT TEARS, IT'S EMPLOYEE TRAINING. COULD YOU EXPLAIN WHY YOU CHANGED THE TITLE?

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