

LET'S TALK QUALITY  
VOLUME III

TAPE ONE  
SIDE TWO  
QUESTIONS

47  
6. MY QUESTION IS ZERO DEFECTS HAS BEEN AROUND FOR A LONG TIME. WHAT IS YOUR PERCEPTION OF WHY IT DIDN'T CATCH ON INITIALLY AND WHY IT IS JUST NOW COMING INTO VOTE?

7. IT SEEMS LIKE IF WE'RE REALLY GONNA GET THIS INTO THE BASIC INSTITUTIONAL LINING OF OUR MANUFACTURING OPERATIONS YOU'LL HAVE TO BUILD IT INTO THE EDUCATION PROCESS. WHY DO YOU BELIEVE THE UNIVERSITIES AND THE OTHER EDUCATIONAL ORGANIZATIONS HAVE NOT PICKED UP AND WE STILL GET ENGINEERS TRAINED OUT OF COLLEGES AND HAVE NO CONCEPT OF WHAT QUALITY MANAGEMENT IS?

48  
8. I ORIENTATE ALL THE NEW PEOPLE THAT COME INTO OUR STORE, AND I WAS WONDERING, I WANTED TO PUT A SEGMENT ON QUALITY INTO IT AND I WAS WONDERING TO WHAT EXTENT DO YOU THINK I SHOULD GO INTO? BECAUSE THEY'RE MOSTLY 16 TO 18 YEAR OLDS. HOW DIFFICULT I MEAN BECAUSE THERE ARE A LOT OF WORDS AND IT CAN GET KINDA COMPLICATED.

49  
9. UP UNTIL NOW, WE'VE WANTED ALL OUR CHARTS TO GO UP ALL THE TIME AND I WAS WONDERING, WE'RE A LITTLE BIT WORRIED ABOUT GOING BACK TO OUR STORE AND HAVING A LOT OF CHARTS GOING DOWN AND I WAS WONDERING IF THERE ARE ANY THAT SHOULD GO UP AND IF THAT WOULD HAVE ANY KIND OF A NEGATIVE IMPACT ON THE PEOPLE WHO ARE SEEING THESE GRAPHS?

95  
10. PHIL, THIS WHOLE PLACE THAT IS FULL OF BOUNCE AND ENTHUSIASM, BUT THE LANGUAGE IN MANY CASES IS NEGATIVE. IN OTHER WORDS, WE'RE USING OTHER WORDS LIKE PREVENTION, ELIMINATION, VACCINE, CONFORMITY. HOW DOES THIS TIE IN WITH WHAT I THINK MOST OF OUR OUTFITS ARE AFTER, WHICH IS NOT CONFORMITY IN A VERY IMPORTANT SENSE, IT'S TO STANDOUT, TO BE DIFFERENT, TO BE UNIQUE, TO BE AHEAD. AND THAT SEEMS TO, IN MY MIND, INVOLVE NONCONFORMITY, RISK, AND I'M STRUGGLING TRYING TO RELATE THAT WITH THE VERY VALID TOOLS HERE, BUT HOW DO WE STEP BEYOND CONFORMITY?

50  
11. HOW DO YOU TAKE YOUR PROCESS AND SAY, IT'S GOING TO BE MY PROCESS, AND HAVE IT CONFORM WITH THE INDIVIDUAL'S GOALS. THE INDIVIDUAL IS SET DOWN AND THEY HAVE CERTAIN REQUIREMENTS THAT THEY HAVE TO DO TO MEET THEIR JOB, BUT FROM A PERFORMANCE STAND-POINT, THEY MUST EXCEED THOSE REQUIREMENTS. IT'S NOT JUST MEETING THE REQUIREMENTS.

12 *Pamela*

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