



Automotive
Division
The Global Voice of Quality™

The Juran Trilogy

Everyone is muted.
We will start at 7pm EST.

**Kush Shah, Chairman
ASQ Automotive Division**

Feb 29, 2012





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Agenda

- **Housekeeping Items**
- **About ASQ Automotive Division**
- **Our Vision**
- **Webinar Series**
- **The Juran Trilogy**
- **Questions & Answers**



Everyone is muted

Session is being recorded

Session will last about 90 minutes

ASQ Automotive members can download the slides and video at www.asq-auto.org

Participate thru chat and questions

Will answer questions at the end:

- Q&A at the end of the presentation
- Please type your questions in the panel box



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ASQ Automotive Chair

Kush Shah



- **Manager, Global Electrification, General Motors, Michigan, U.S.**
- **Leadership positions in Engineering, R&D, Manufacturing, Quality**
- **20+ years of quality experience**
- **Six Sigma Master Black Belt, Shainin Red X Master, ASQ CQA, CMQ/OE, CQE, CSSBB**
- **Speaker at International Quality Symposiums / Conferences**
- **Trainer for Six Sigma and Quality Management**



Global Automobile Outlook – 2020



>1 billion vehicles - Circle the earth **125 times**

15% ownership

~3% annual growth worldwide



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American Society for Quality (ASQ):

ASQ is the world's leading professional association and authority on quality

ASQ Automotive Division Mission:

To be the recognized global network of automotive quality professionals that is helping individuals and organizations to achieve personal and organizational excellence



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Key Objectives of ASQ Automotive Division:

Increase Member Value – Webinars, symposium and Automotive Excellence magazine

Develop Core Tools Competency – On-site training - PPAP, APQP, FMEA, SPC and MSA

Global Outreach – Participate in conferences and deliver training globally



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Key Objectives of ASQ Automotive Division:

U.S. Outreach - Engage all automotive OEMs and Tier 1 & 2 suppliers

Student Outreach – Collaborate with universities

Collaborate With Other Professional Societies – Engage with other societies and professional organizations



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Core Quality Tools for Automotive Industry:

Advanced Product Quality Planning (APQP)
Failure Mode and Effects Analysis (FMEA)
Production Part Approval Process (PPAP)
Measurement Systems Analysis (MSA)
Statistical Process Control (SPC)

ASQ Automotive Division provides on-site training by certified instructors.



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The **ASQ Automotive Division** is pleased to present a regular series of **free** webinars featuring leading international experts, practitioners, academics, and consultants. The goal is to provide a **forum** for the continuing education of automotive professionals.

ASQ Automotive members can download the presentation slides on our website www.asq-auto.org. Recorded webinars are also available for viewing after the events for members.





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LinkedIn  **Group:** ASQ Automotive Division Group



twitter.com/ASQautomotive



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Joseph A. DeFeo



Joseph A. DeFeo, MBA, President and CEO of Juran Institute, Inc., is one of the world's leading authorities on transformational change systems and breakthrough management principles. During his 25 years as a Juran Executive Coach, he has helped business leaders around the globe increase sales, reduce costs and improve customer satisfaction through the deployment of process improvement programs, including Lean and Six Sigma, strategic planning and cultural transformation.

He is co-author of *Juran's Quality Handbook 6th Edition; The Complete Guide to Performance Excellence, Six Sigma, Breakthrough and Beyond;* and *Quality, Planning & Analysis for Enterprise Results*. DeFeo's belief that a relentless customer focus and integrity drives business results was noted by Forbes.com. 1/25/2012 1/25/2012 *"By re-focusing primary attention on the customer and on exceeding the customer's expectations, the Juran Quality Handbook has done quality management a great service."*

As CEO, DeFeo has ushered in a new age of quality at the Juran Institute by building on universal principles pioneered by Dr. Joseph Juran nearly 60 years ago. His technical expertise and trademark communication style have made him a frequent guest speaker and trainer at conferences in over 30 countries and several institutions, including MIT Sloan School of Management, Columbia University, Wharton School and New York University.



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Main presentation
Start Recording

JURAN[®]

The Source for Quality

The Juran Trilogy[®]

Presented by Joseph A. De Feo, Juran Institute's President and CEO

Who Was Joseph M. Juran?



Called the Father of Modern Day Quality Management

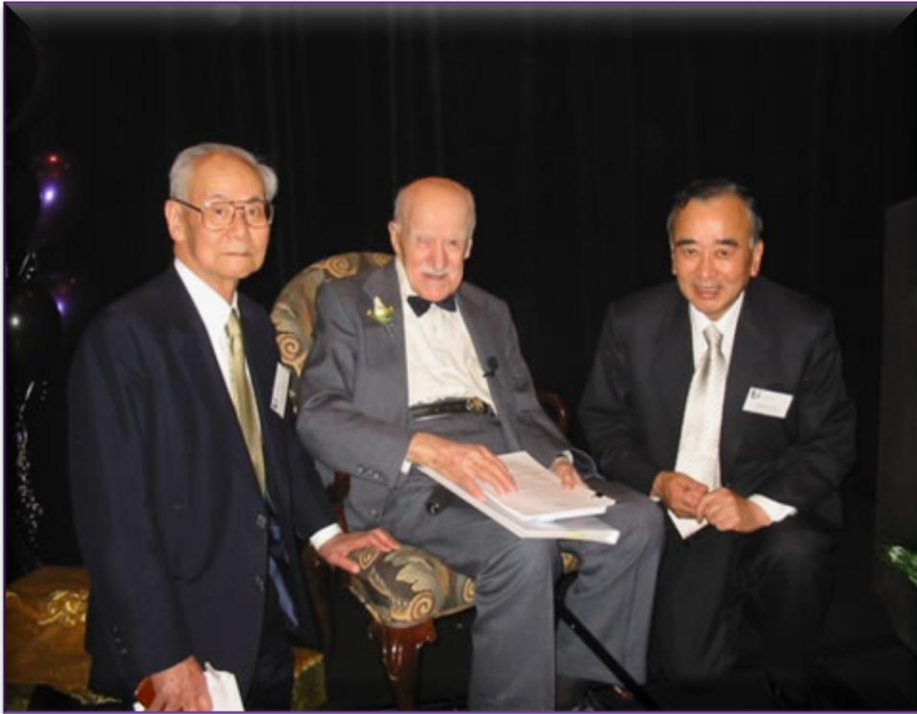
Responsible for naming the Pareto Principle

Author on the means to attain financial results through quality.

Founded Juran Institute, Inc. in 1979

Passed away at 103 years old in 2008

A History Teaching Globally



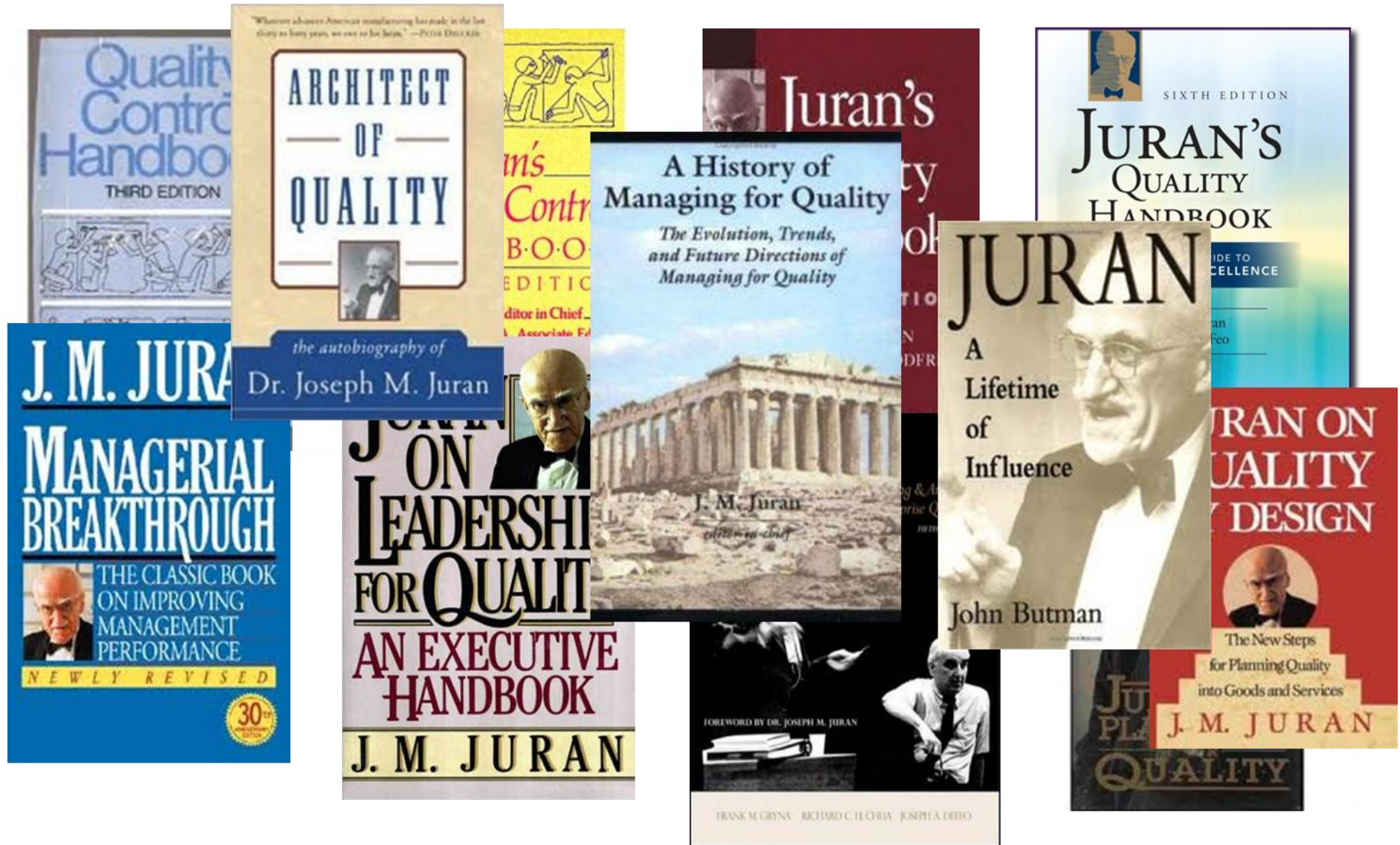
Dr. Juran with Dr. Koura and Dr. Kano



Kurake Spinning Company in Japan

In 1954, the Union of Japanese Scientists and Engineers invited the celebrated author to Japan to deliver a series of lectures.

Dr. Juran Was a Prolific Writer

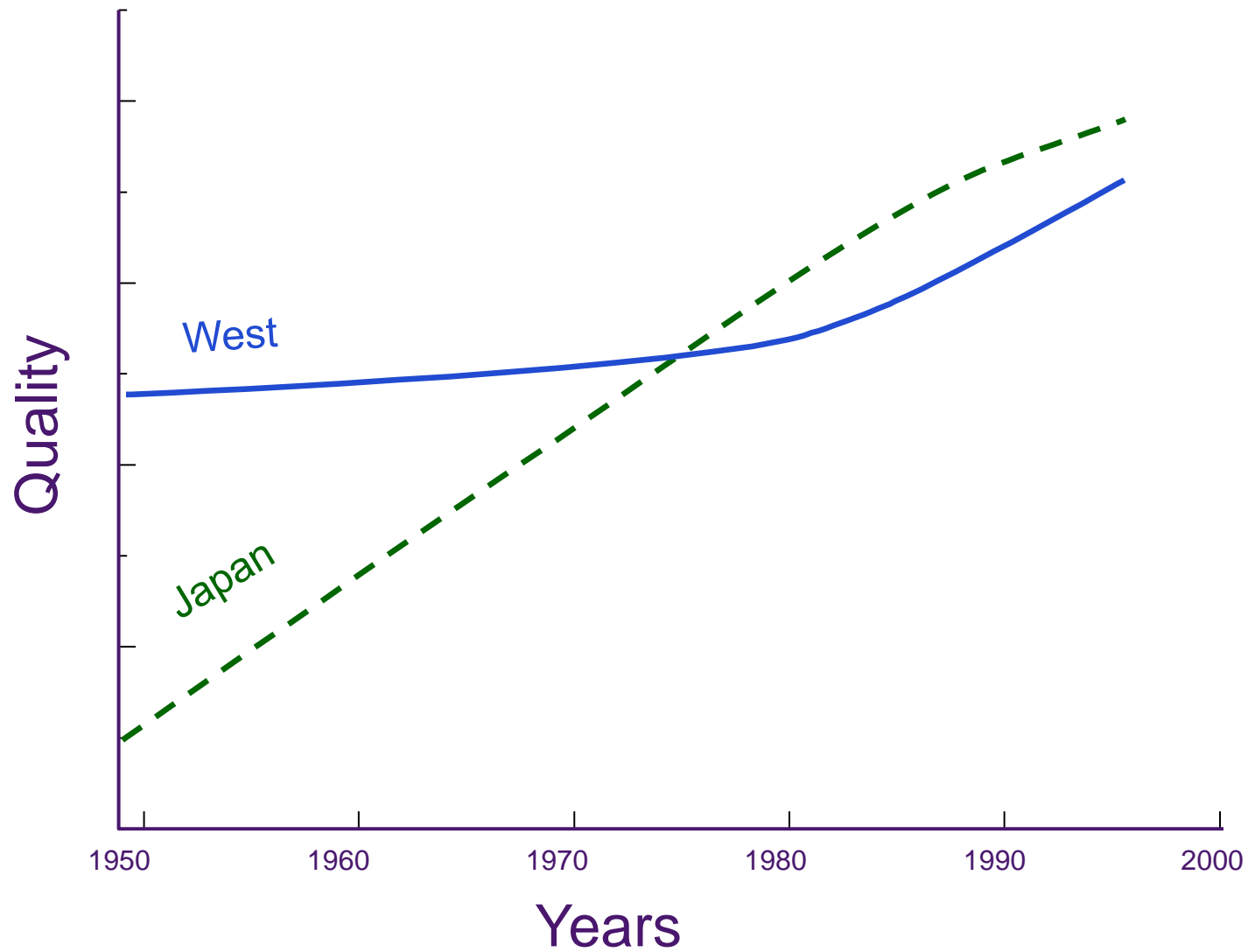


Who Is Juran Institute, Inc.?

Our Mission
*is to create value
for society and our
customers through
superior quality
and
sustainable results.*

Our Vision
*is to be recognized
by our customers
as our best source
for attaining
superior quality
and results.*

Where it all began?



Universal Principle Application

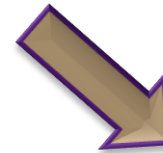


Quality Is Defined by Your Customers

Customers Want Goods & Services That are Fit For Purpose



Right Features



Free of Failure

Effectiveness



Efficiency

Financial Results happen when you become more effective and more efficient in satisfying your customers than your competitors

Quality Is Understanding What Customers Want

Right Features

- ***Safe***
- ***Affordable***
- ***Reliable***
- ***Available***
- ***Friendly, courteous***
- ***Environment friendly***

Free of Failure

- ***No defects, no waste***
- ***Does not impose cost of failures onto customers***
- ***Provider is ethical, honest***
- ***Environmentally friendly***
- ***Reliable processes***
- ***Systems that work***

Effectiveness

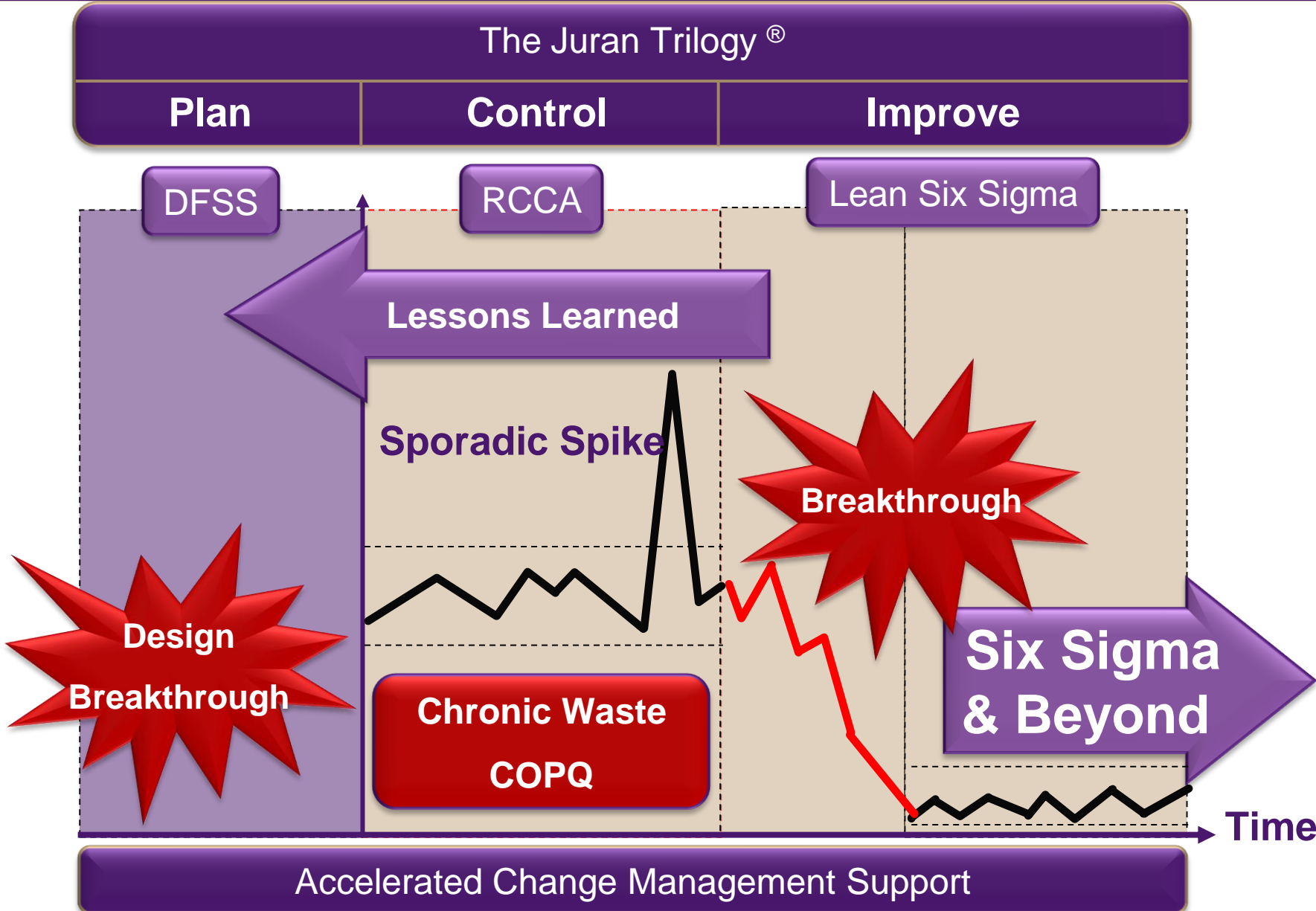


Efficiency

Managing Quality Creates a High ROI

Attaining a state of superior quality and sustainable results that enable your organization to be most effective and efficient in meeting customer and societal needs.

The Juran Trilogy®



Managing for Finance

Financial Planning:	Produces the budget
Financial Control:	Assures the budget is met
Financial Improvement:	Increases income and reduces cost

Managing for Quality

Managing Finance ~ Managing Quality



Quality Planning
Quality Control

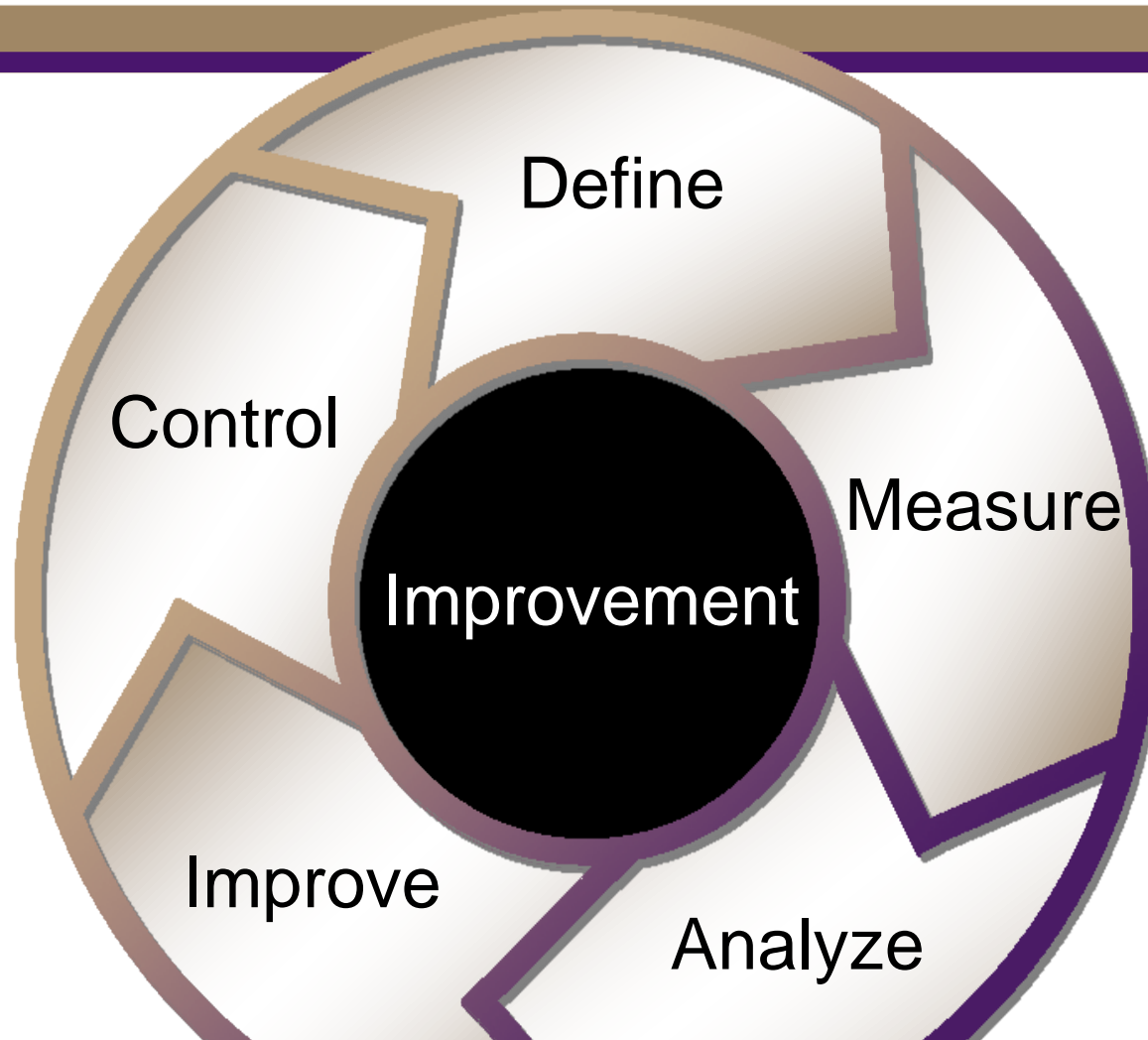


Quality Improvement

Managing for Quality

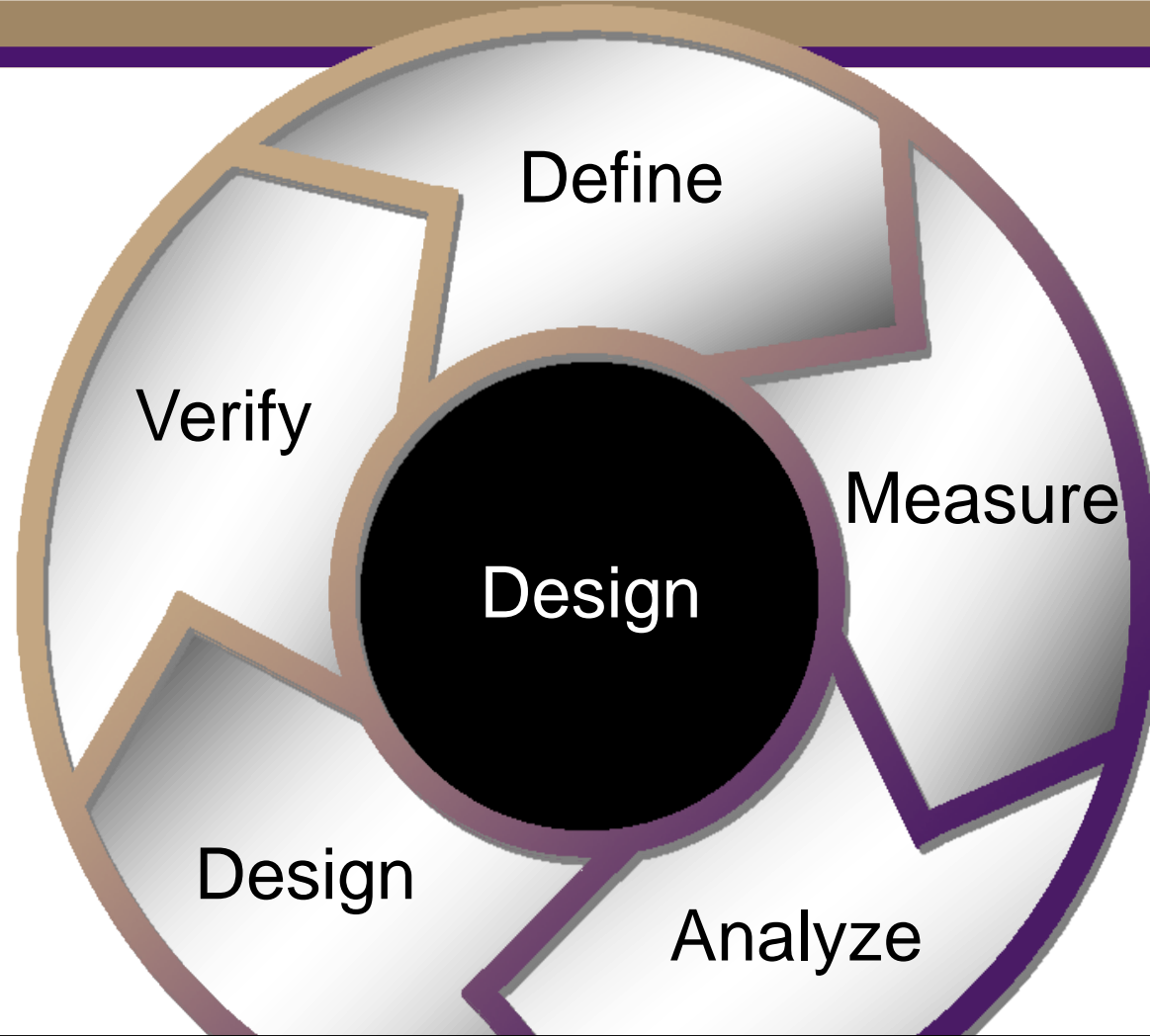
Quality Planning: <i>Quality by Design</i> <i>QFD, DMADV</i>	Produces the quality targets and plans
Quality Control: <i>SPC, Process Control, Standards</i>	Assures the targets are met
Quality Improvement: <i>Breakthrough, CPI, DMAIC</i>	Continuously improves on the level of performance to increase sales and decrease costs

DMAIC to Solve Chronic Problems



A Common Methodology to Improve

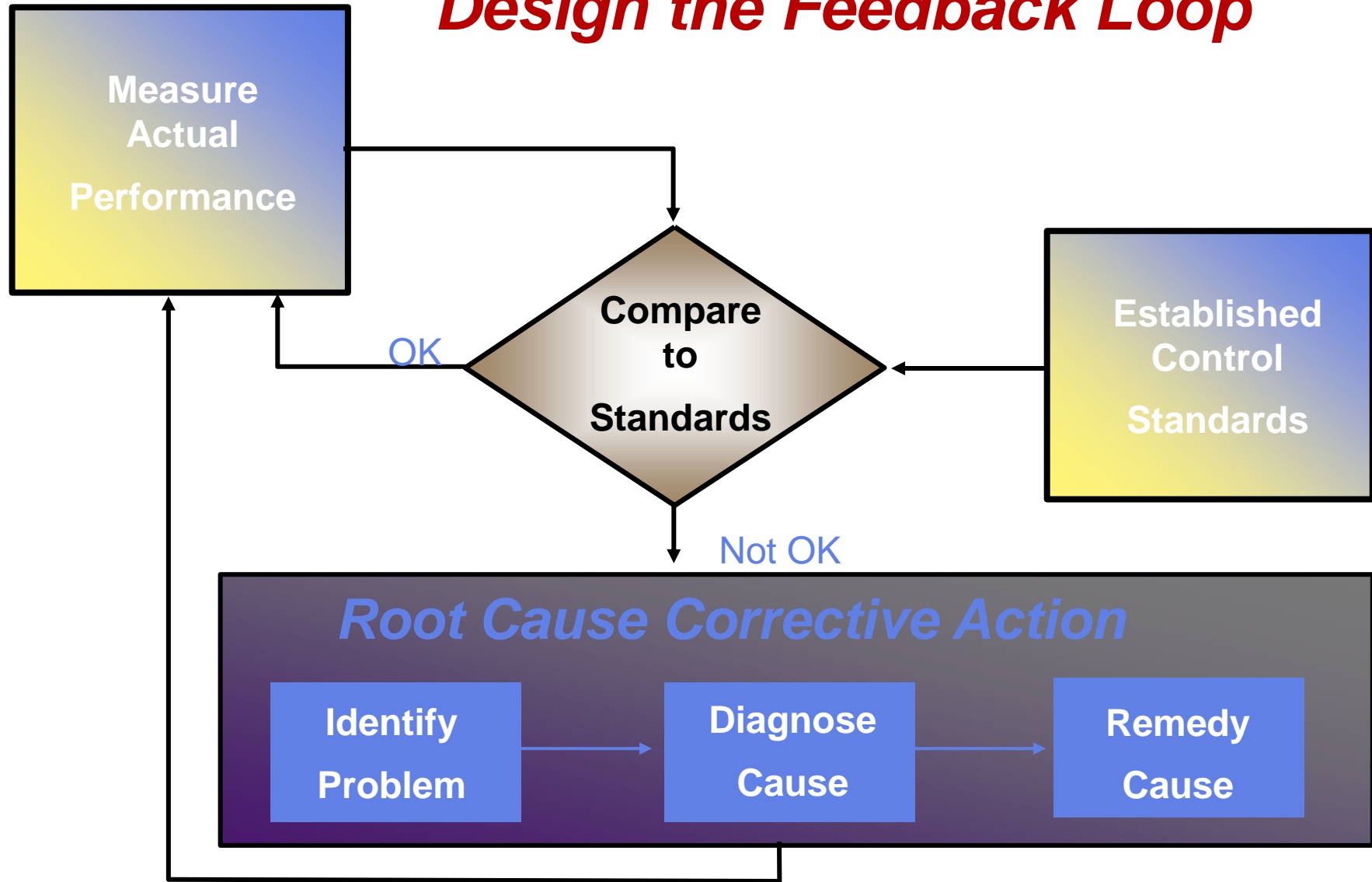
DMADV for Quality by Design



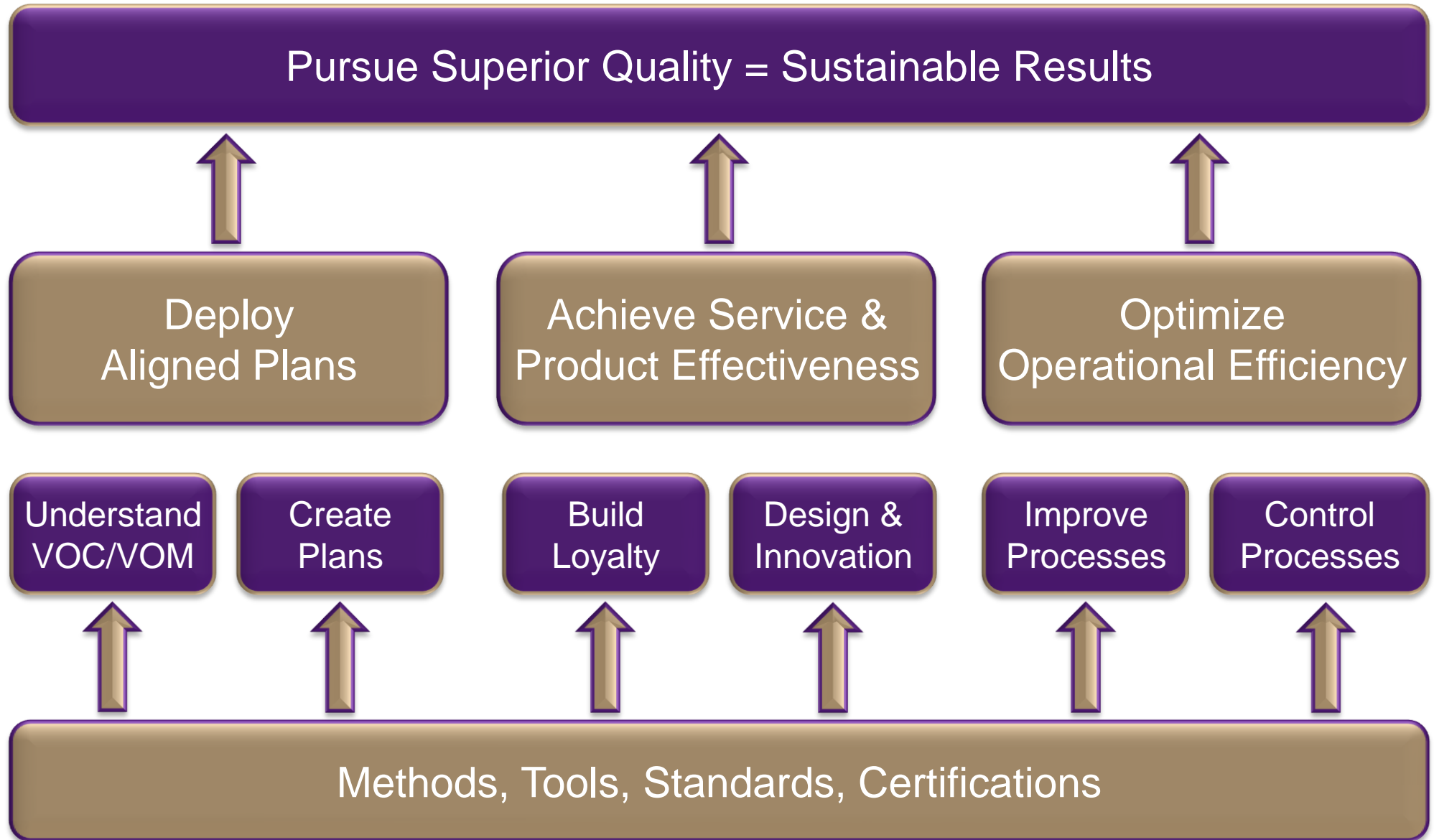
A Common Methodology to Design

Controls to Hold The Gains

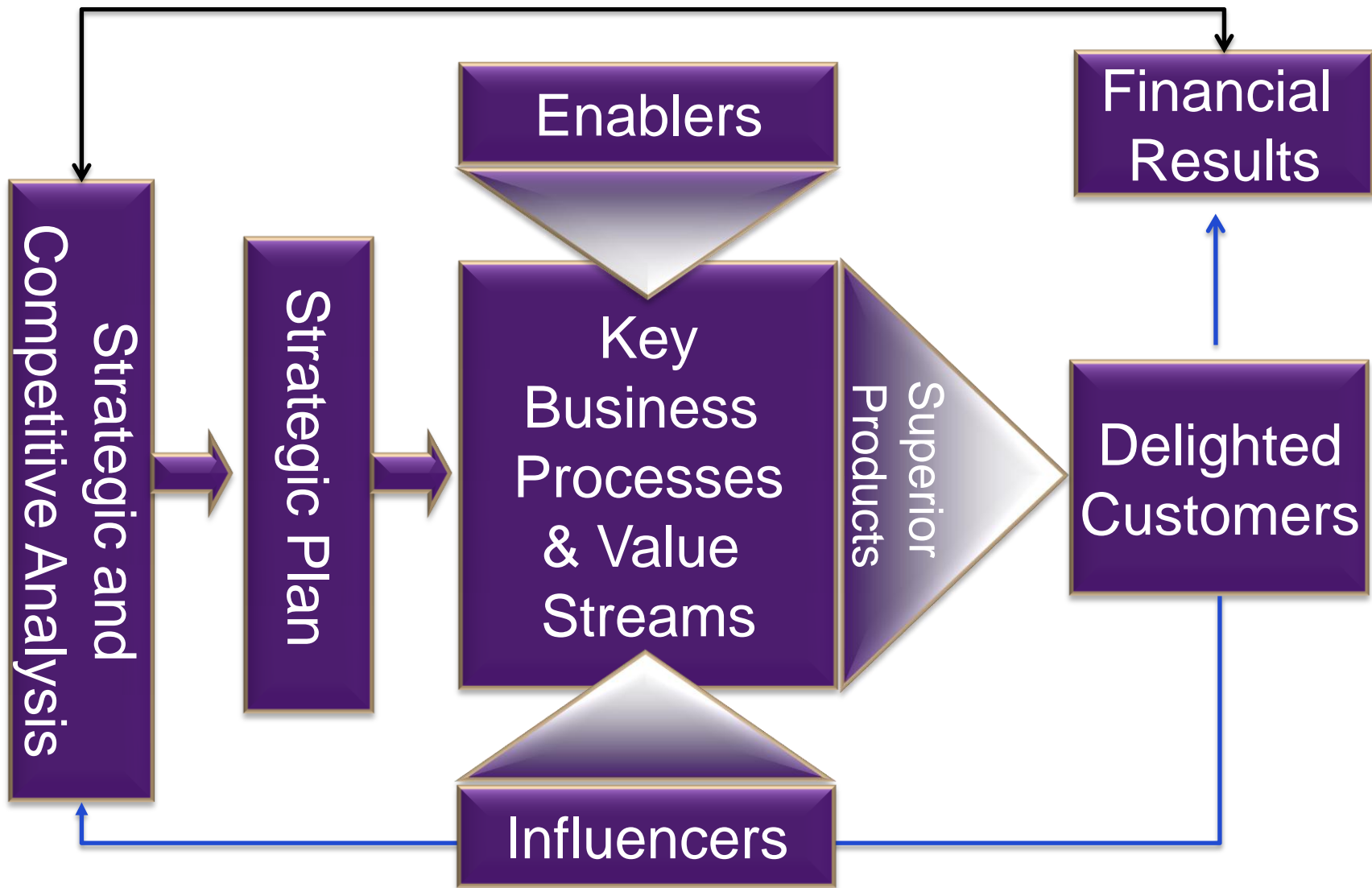
Design the Feedback Loop



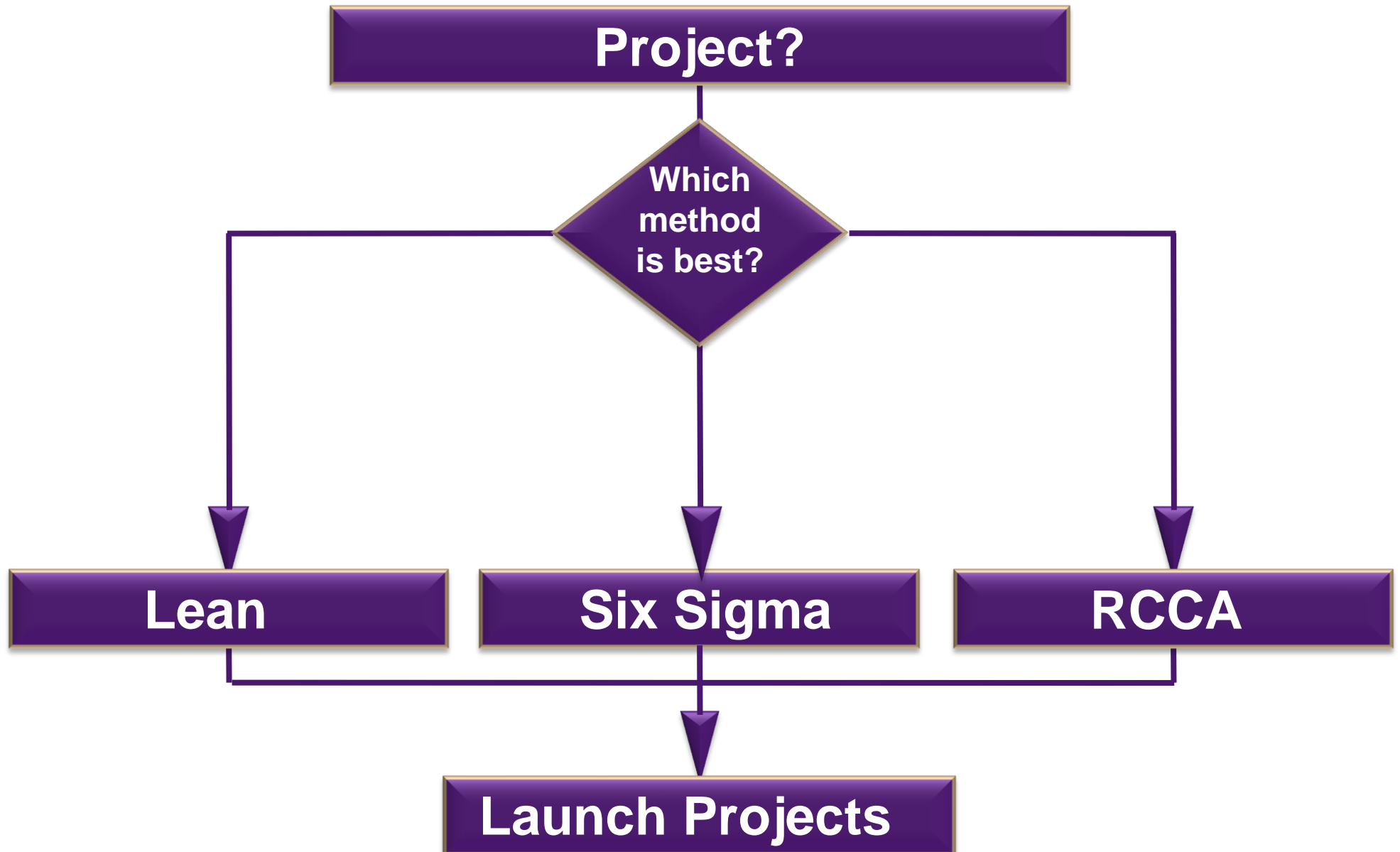
Managing Q Is About Enterprise Focus



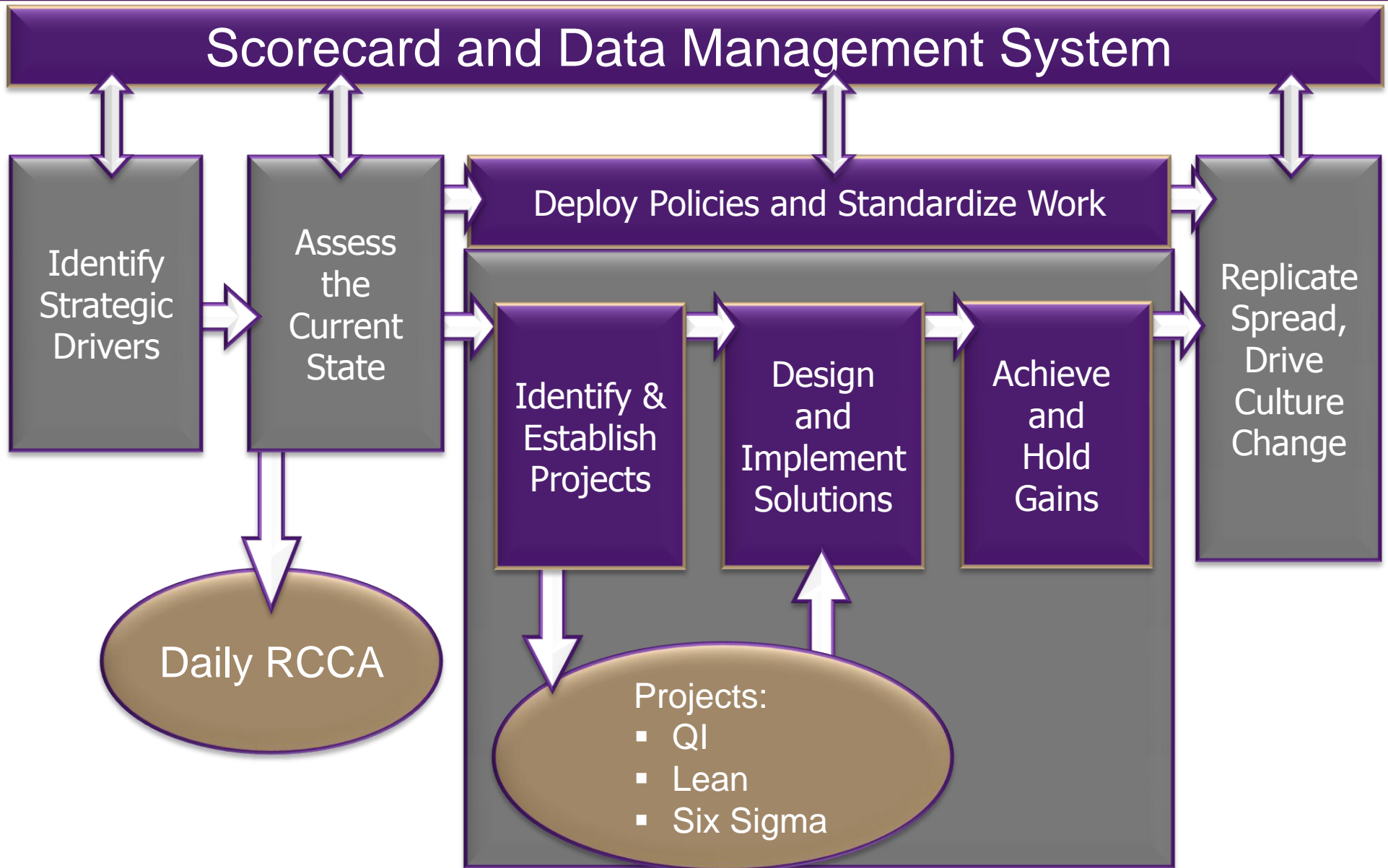
Enterprise Quality Management



Need All The Right Method at Right Time



Build a QM System



Tasks for Upper Management

- Communicate a common definition of quality throughout your organization.
- Assure that your definition of quality applies to all products, services, and functions within your organization.



Questions & Wrap Up





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Questions and Answers

Please type your
questions in the panel
box



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Thank You For Attending

Please visit our website

www.asq-auto.org for future webinar dates
and topics.

