

ADVANCED TQM WORKSHOP VIRTUAL (9TH EDITION)

Phase I: February 17 - 19, 2022
Phase II: February 25 - 26, 2022



◆ Lead Facilitator:
Dr. Noriaki Kano

◆ Co-Facilitators:
Mr. Janak Mehta and Mr. Anil Sachdev

Program Details



PURPOSE

To build organizational capabilities to meet aggressive long term business goals with focus on customer in a challenging environment.



OBJECTIVES

Participants to learn about the latest advances in TQM methods and its application in diverse businesses for gaining competitive advantage with effective utilization of TQM principles & Methods cutting across various functions in the entire value chain providing distinctive / attractive value to the customer while achieving accelerated business results.



PARTICIPANTS

Recommend cross functional team of adaptive managers and engineers at senior and middle management level under the leadership of one of the top executives to attend for most impact. Participants will be issued attendance certificate duly signed by **Dr. Noriaki Kano** at the end of each phase.



METHOD

The program is designed on the basis of development of theory and concepts by Dr. Noriaki Kano (KQRO) and its application in various organizations in multiple countries thereby developing advanced methods duly proven over time through collaborative effort of KQRO and participating organizations in joint research projects. Dr. Kano will share the advanced concepts and methods with examples from various organizations that participated in this research.

Phase I :

- Online workshop of 3 days duration scheduled for **February 17-19, 2022.**
- Online sessions by: **Dr. Noriaki Kano**
- Participants who have already attended the Phase 1 Training during **January 27-29, 2021** can attend the Phase II workshop only which is scheduled for **February 25 & 26, 2022.**

Phase II :

- Online Workshop scheduled for **February 25-26, 2022.**
- Online session by: **Dr. Noriaki Kano** and **TQMI team**
- This is for participants who have attended Phase-I training earlier during **January 2021.**

Opportunity to learn directly from **Dr. Noriaki Kano** one of the prominent Quality Guru in the world

Phase I:

DAY 1	DAY 2	DAY 3
8:30 to 10:30	8:30 to 10:30	8:30 to 10:30
TQM and Business ; A and J Decision; Sweating Theory; TQM Principles, vehicles and Methods	Integrated Procedure for Quality Management; (PDCA/ QC Story and Task achieving QC Story) Remarks: Database, ICT	TQM Vehicles: • Policy Management (PM) • Daily Management (DM) • QC Circles
	10:30 to 11:00 Break Time	
11:00 to 13:00	11:00 to 13:00	11:00 to 13:00
Basic concept of TQM • Customer focus, • Next processes are our customers • PDCA cycle/ SDCA cycle • Immediate remedy, Recurrence prevention & prevention by prediction • Fact control • System approach vs. systematic approach • Company-wide way	Quality Assurance with focus on • QA System chart • Vertical evaluation (VE) • QA matrix (QAM)	Kano Model: Attractive Quality Creation
	13:00 to 14:00 Break Time	
14:00 to 16:00	14:00 to 16:00	14:00 to 16:00
TQMI session on QA with examples (1 hour) TQMI Session on above topics with Indian Examples	Open Q/A session by TQMI (1 hour) Experience sharing session by TQMI Clients	Open Q/A on DM, PM and CFM (TQMI 1 hour) Experience sharing session by TQMI Clients
16:00 to 16:15 Open Discussions, Q&A, feedback and close		

Phase II: Day 4 & Day 5

Day 4: Recap of Phase I for those who attended the session during 27-29 January, 2021

DAY 5

8:30 to 10:30

Quality in New Product Development (NPD)

- Voice of customer (VOC), product specifications and process parameters
- QFD
- Flow chart for NPD: Product plan, development and design process with DR gates
- Problem solving in NPD
- T type Matrix

10:30 to 11:00 Break Time

11:00 to 13:00

Quality in projects with train-platform model

Quality in Service Industry and service functions

13:00 to 14:00 Break Time

14:00 to 16:00

Quality in Marketing & Sales

Challenging Deming Prize

16:00 to 16:15 Open Discussions, Q&A, feedback and close



FEE

- The professional fee for workshop scheduled for 17-19 & 26 February, 2022 will be ₹ **45,000** per participant. 25th February session will be optional for them. No fees will be charged for attending 25th February, 2022 session.
- Fee for the participants attending Phase II only scheduled for 25-26, February, 2022 will be ₹ **15,000** per participant.
- Goods & Services Tax (GSTIN) as per GOI regulations will be charged extra. Current rate is **18%**.
- The fee covers lecture fee & course material expenses.

Speaker Profiles



DR. NORIAKI KANO

- > **Chairman Kano Quality Research Organization (KQRO)**
- > **Honorary Chairperson, Asian Network for Quality (ANQ)**
- > **Honorary Member - International Academy for Quality (IAQ)**
- > **Honorary Member - American Society for Quality (ASQ)**
- > **Prof. Emeritus, Tokyo University of Science**
- > **Honorary Member and Principal Counselor - Indian Society for Quality (ISQ)**
- > **Board Director, JUSE**

Dr. Noriaki Kano has been a prominent leader in the world on Quality management for many decades. Creator of Attractive Quality Creation (Kano Model) as well as Task Achieving QC Story. International speaker and educator at universities, international and national quality societies including ASQ, European Organization for Quality (EOQ) and JUSE, and firms in nearly 50 countries.

Awards in his name:

Ishikawa-Kano Award was established by ANQ (2010), and Kano Quality Award was established by Technological Promotion Association (TPA, Thailand) in (2009)

Awards to Dr. Kano:

Recipient of the Deming Prize for Individuals (1997), Honorary Member by JSQC(2010) , Distinguished Service Medal by ASQ (2009), EOQ George Borel Medal for International achievements in 2016; EL Grant Medal by ASQ (2006), E. Jack Lancaster Medal by ASQ (2002), Deming Lecturer by ASA (1997), ISQ Dronacharya Award (2008).

Former:

- Board Director, Komatsu Ltd.,
- Corporate Auditor of Sekisui Chemical Ltd. (2003-09)
- Board Director, HIDA (former name AOTS)
- Chair of Deming Application Prize Subcommittee (2004-07); Chair Professor, Honorary Doctor, Chungyuan Christian University (Taiwan) (2006-12); Advisory Professor, Tongji University (Shanghai, China) (2006-09);

Published over 300 papers books including Attractive Quality (Kano Method / Kano Model), Guide to TQM in Service Industries (English) and Way to Breakthrough and Creation (in Japanese).



MR. JANAK MEHTA

- > Chairman & Managing Director of TQM International Pvt Ltd. since 2002
- > Honorary Member and Past President International Academy for Quality
- > Honorary Director and Past Chairperson Asian Network for Quality
- > Chairman – Intangles Lab Pvt. Ltd. since 2017 – www.intangles.com

Awards in his name:

- Deming Prize In 2012 by Deming Prize Committee JUSE, Japan First Indian to get this recognition
- Lancaster Medal in 2012 by American Society for Quality (ASQ) – First Indian
- Harington -Ishikawa Award by Asia Pacific Quality Organization (APQO) in 2015 in Shanghai
- IAQ Founders Medal by International Academy for Quality in 2018.

MR. ANIL SACHDEV



- < President – TQM International Pvt. Ltd.
- < Board Member - Asian Network for Quality
- < Academician - 'International Academy for Quality (IAQ)
- < Honorary Secretary - Indian Society for Quality (ISQ)

Expertise:

A motivated and committed Business leader with a proven ability to guide leadership team on business transformation using approaches like TQM and Lean Six Sigma. Has led several transformational projects in last 2 decades with proven results.

Experience across various sectors like:

- Manufacturing, Discreet Manufacturing, Petrochemical industry, metals and food processing
- Services, Financial services, IT and IT Enabled Software and healthcare
- Across all functions
- Covering multinationals and Indian companies from large, medium and small sectors, both in India and overseas.

Overall Experience: **38 Years** | Consulting Experience : **29 Years**

Participants Feedback of A-TQM Past Sessions



- ★ The practical approach of Theoretical concept with real life examples.
- ★ Simple course material which clarified and refreshed the concepts of TQM
- ★ Exposure to advanced concepts in TQM, understanding the history and evolution of TQM four student module.
- ★ Going from basics and its interlinkage with practical & business examples was a great learning
- ★ Explanation of Dr. Kano on TQM practices, Teaching of Mr. Janak Mehta & Mr. Anil Sachdev
- ★ Birds eye view / Worm eye view / QC Circles / Boat Model / DWM / Policy management were well covered
- ★ It was indeed a great feeling to get an opportunity to learn directly from Dr. N. Kano. The flow was really good and gave great insight.
- ★ It was a new concept for me as I belong to the marketing communication & experience. The fact that the processes/approaches explained can be applied across function is clear & more understood now.
- ★ The simple and lucid manner in which Dr. Kano explained / clarified certain basic elements of TQM, QA & improvements was indeed admirable.
- ★ Objective of the program was to understand the relevance of TQM in business and it helped making it important and then application of Policy Management & Daily Management.
- ★ Course content was very good, and Dr. Kano taught from very basic level, right from evolution of the concept to the application. It encompassed all important topics well. QA matrix, QFD, Kano model, Butterfly model, NPD, improvement management. Anil Sachdev's session was good, practical and the touched all critical points.
- ★ Entire experience of having a dialogue with Dr. Kano was fascinating. Also irrespective of the industry / domain all the companies following TQM have a very similar set of principles & understanding.





About KQRO

Kano Quality Research Office (KQRO) promoted by Dr Noriaki Kano conducts research in the field of quality management theory and application in diverse organizations. Its purpose is to contribute towards improvement in operations of an organization in terms of quality, safety, cost, productivity, and morale through continual improvement of its products/ services and processes using principles, concepts, methods, and tools of quality management for the benefit of its customers and the society.



About TQMI

Started in 1992 TQMI has become one of the leading solutions providers for business performance enhancement using various approaches. Building on the initial thrust on customer delight through quality to enhance market share, TQMI has helped its clients in reducing cost while improving productivity, timely delivery, safety, and environment. TQMI has a success rate of better than 85% in the successful completion of its projects with 200 clients including many of the top 100 companies in India and the Middle East.

TQMI is focused on continual innovation in developing and adopting new approaches to meet the needs of our clients. In this spirit, TQMI has developed capabilities to use information and communication technologies to use analytics, IoT, AI, and Machine Learning for our clients' journey towards Industry 4.0.

KQRO and TQMI Agreement for Cooperation - To enhance competitiveness of Indian industry and contribute towards "Make In India and Create in India".

Kano Quality Research Office (KQRO) and TQM International Pvt. Ltd. (TQMI) have agreed to cooperate to bring the Advanced Total Quality Management theory and application as researched by KQRO for the benefit of Indian companies to enhance their competitiveness beyond what they have achieved through conventional TQM approaches. To realise India's dream of "Make In India and Create in India" for generating employment, organizations in India, need is to develop and adapt new quality methods and tools that are relevant for India. This requires joint application research.

KQRO is desirous of extending support to business organizations in India by conducting joint research projects through TQMI.

For more details please contact:

Neeta Bhat

TQM International Pvt. Ltd., Gurugram

+91 9560510088 | neeta@tqmi.com | www.tqmi.com