

Classic QA's Relevance In the Age of Agile

...

Kevin Weiss
Philip Crosby Associates

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Which three questions did you bring tonight? And which three...



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- Former Nuclear Submariner
- BA - Economics & Statistics
- GE's Financial Management Program
- Certified BB & MBB
- Quality Leader, GEPS Info Tech
- Developed Transactional Quality
- 20+ Years in Organizational Change
- CEO, Philip Crosby Associates

Who is Kevin? And what has he learned?

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**Let's make toast the
American way. You
burn it, I'll...**

-- W. Edwards Deming



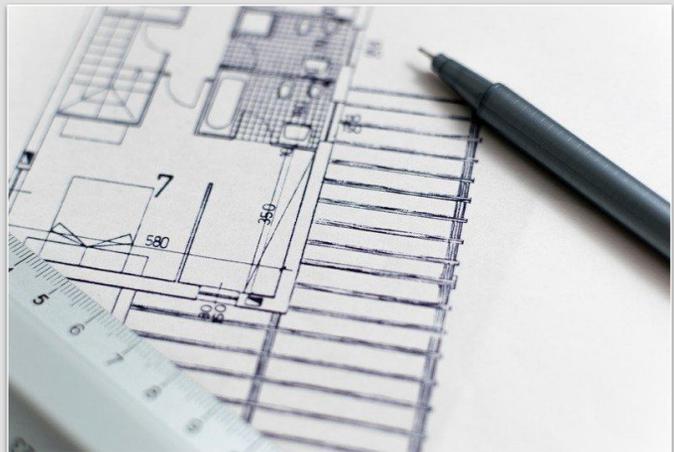
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Quality Toast on Twitter

1. Shareholder demands require us to burn the toast.
2. Burnt toast is faster and cheaper to produce.
3. Burning the toast is inevitable, so we must become good at scraping.
4. Modern bread has become too complex know how it will toast.
5. Our toast isn't made in a factory.
6. Customers don't know how they want their toast.
7. Scraping makes us more Agile than toasting to order.
8. Scraping is part of our process and therefore value-added.
9. We are automating the scraping, so the cost will be minimal.
10. Scraping provides valuable feedback to the toasting process.

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**We're not making
choices unless
we're...**



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Quality Focus

Prevention



Productivity

Gains



Cost Focus

Cuts



Errors & Delays

Losses



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The righter we do the wrong thing, the...

-- Russell Ackoff



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Using Goals and Rewards

- “We do what’s necessary.”
- Find ways to keep moving
- Complexity is added

Using Principles & Values

- “We do things right.”
- Find ways to make the job easier
- Complexity is removed



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The trick is to solve the problem you have, rather than...



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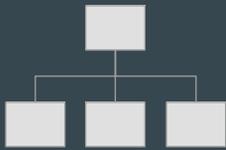
Choices

Prevention



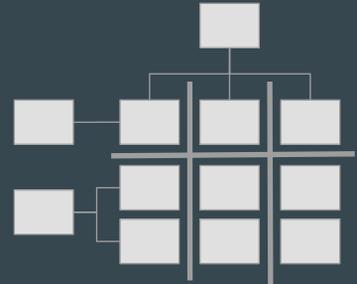
Self-Management

Traditional Management



Matrix Management

QA/QC



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Changing mindsets is the hardest of management jobs. It is also...



-- Philip B. Crosby

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Fin.

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