



April 2017

Volume 57, Issue 9

**Newsletter Highlights:**

❑ Don't miss to sign up for our ASQ Workshop in May 17-18 with Top-ranked International Speaker: *Robin Lawton*

❑ February 2017 – Updated Member Stats

**Upcoming Events:**

**Monday, April 10**  
ASQ Dinner Meeting  
Bay Harbor Hotel  
5:30 p.m.

**Monday, May 8**  
ASQ Dinner Meeting  
Pair O'Dice  
St. Petersburg  
5:30 p.m.

**May 17-18 Workshop**  
ASQ May Workshop  
Science Technology Education  
Innovation Center  
St Petersburg, FL

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# QUALITY QUEST

Dinner Meeting - Monday, April 10th, 2017

**Main Speaker:** Dr. Kim Moore

**Topic:** 15 Principles to win with People

**Speaker Bio & Topic Summary:** Dr. Kim Moore is a leadership coach, speaker and trainer with the John Maxwell Team. She is passionate about equipping aspiring, emerging and experienced leaders to expand their influence, lead with confidence and achieve significance.

If you can win with people, you can win every time! Many people focus on other talents and abilities first, but they forget that good relationships are the foundation for achievement. In life, the skills you use and the people you choose will make or break you.

Based on the book "Winning with People" by New York Times best-selling author Dr. John C. Maxwell, this presentation explores five critical questions we must ask ourselves if we want to win with people: Are we prepared for relationships? Are we willing to focus on others? Can we build mutual trust? Are you willing to invest in others? Can we create a win-win relationship?

15 Principles to Win with People will provide you with the tools you need to immediately improve your existing relationships as well as cultivate strong, exciting, and new ones.

**Pre-Dinner Speaker:** Iñaki Alvarez

**Speaker Bio & Topic Summary:** Iñaki Alvarez was born in Manila, Philippines, and has played fútbol (soccer) all his life. He played for the National Team, competing in several international tournaments, including the Asian Games and Olympic Qualifiers. He went on to play soccer in the USA, where he settled down and became a small business owner, in addition to founding an international youth soccer tournament, The San Francisco Cup.

After joining the local organizing committee for the 1994 FIFA World Cup, he merged his passions for sports and events, traveling the world to help organize and execute international tournaments including: the Olympics, more FIFA World Cups (Men), the Gold Cup, the Copa America, and other FIFA World Cups (Beach, Fútbol, Club, U-17, U-20, etc.) He currently lives in the USA.

**ASQ now has Computer-Based Certification Testing**

Effective October 2016, all certifications will be offered via CBT. Check out the details online: <http://asq.org/cbt/>





## ASQ Section 1508 St. Petersburg - Tampa Letter from the Chair



Fellow members of ASQ Section 1508, I am your Chair and my name is Gil Pinney. Spring time has come and it is time for our professional renewal. How do accomplish staying on the leading edge of knowledge? Gaining certification is an important accomplishment, but the knowledge base grows and expands. If we don't have a plan to stay current, our knowledge becomes dated and inefficient.

The easiest way to stay current and validate techniques is to attend our monthly meetings. We have a networking period so that you can gain input and best practices from people who are on the front lines of other companies. We have excellent speakers who make up to date presentations about current trends AND you get to ask questions that will help you perform better in your job.

As for your club leadership, we are investigating more locations to hold our meetings. We are considering a different day of the week for some meetings. There are over 500 ASQ members in our section, yet our meetings rarely have 50 in attendance. I respectfully ask you to let us know the barriers to your attendance. This is your section. Let's make your ASQ experience meet all your personal and career goals.

**Gil Pinney,**

**ASQ Tampa Bay - Section Chair**

St. Petersburg-Tampa Section 1508

[chair@asqtampabay.org](mailto:chair@asqtampabay.org)



Don't miss our ASQ May Workshop

with Top-ranked International Speaker: Robin Lawton

**Robin Lawton** is a top-ranked international speaker, best-selling author and expert on linking strategic direction and operations to cultural change and customer-centered priorities. Rob's thought-leading system for rapid enterprise transformation has been favorably compared with the teachings of Deming, Ackoff, Drucker and other management giants. Rob's humorous, practical and interactive style is engaging, inspiring and highly relevant to the 21st century knowledge age. Clients have won prestigious recognition such as Baldrige National Awards at lightening speed, as a direct result of applying his principles and easily applied methods.

Rob coined the term "customer-centered culture" with his first book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (5-star rated at [www.Amazon.com](http://www.Amazon.com)). His fourth book, released to acclaim in 2017, is *Mastering Excellence: A Leader's Guide to Aligning Strategy, Culture, Customer Experience & Measures of Success*.

March 13 after-dinner presentation by Robin Lawton is "Mastering 8 Dimensions of Excellence: how to align strategy, culture and customer experience for leadership success." This 90-minute mini-workshop provides key insights into an award-winning system used by leaders impatient for dramatic, highly visible, sustainable results.

*This is a great way to experience a preview of the full 2-day workshop for leadership teams sponsored by ASQ Tampa in May.*

Member Career Service

If you know of openings in your company, please ask your Human Resources to send a description of the job to: **Placement Chair:** Deborah Holt, [placementchair@asqtampabay.org](mailto:placementchair@asqtampabay.org) along with an e-mail contact for candidates to send their resume.

If you know of a job that fits one of our members that is looking, please send them that knowledge through their email address.

Also, don't forget to check ASQ Career job link: <http://www.asqtampabay.org/MemberServices/CareerDevelopment.aspx>

***Thanks very much for your help!!!!***

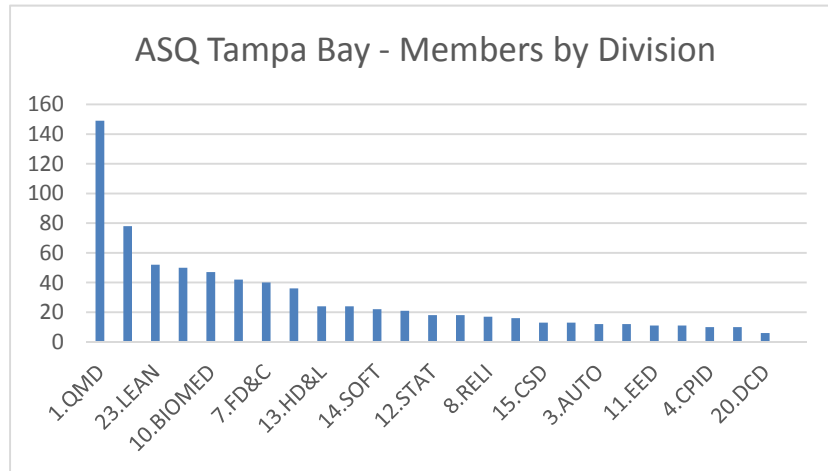
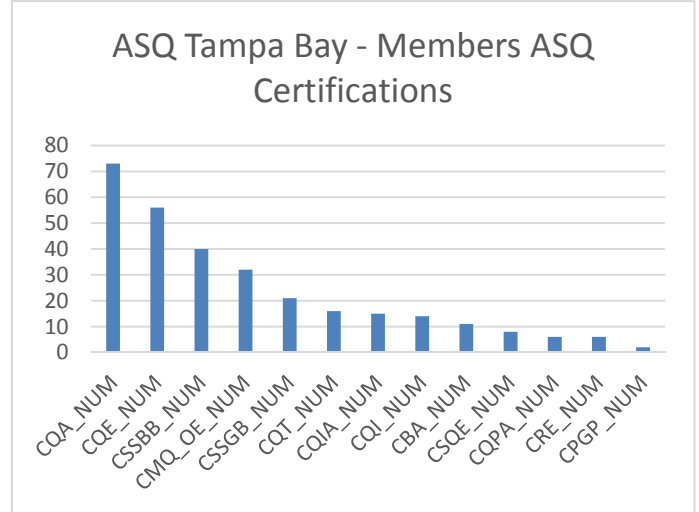
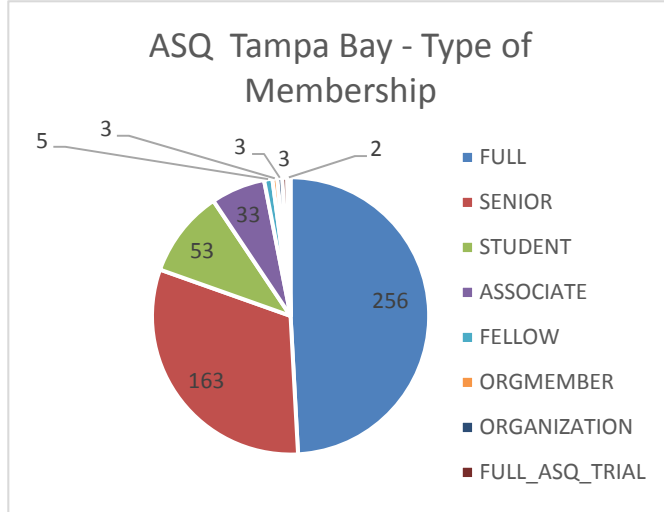
Do You Get Our E-Mails?

This item is for those of you that obtain the newsletter from our web site, but do not receive regular e-mails from Section 1508. We have approximately 80 members listed in our Section for whom we do not have an e-mail address. The cause of this is when the member indicates at the *national* ASQ website that they do not want to receive e-mails. That member's e-mail address is then blinded and we cannot see it at the local section-level. If you are interested in receiving regular emails from us regarding upcoming events, and other news, please contact [secretary@asqtampabay.org](mailto:secretary@asqtampabay.org) and provide your full name and preferred e-mail address.

We promise not to sell your e-mail address to any marketing lists!



ASQ St. Petersburg/Tampa Section 1508  
Updated Membership Stats (February 2017)



Board Members		
Acting Section Chair: <b>Gil Pinney</b> <a href="mailto:chair@asqtampabay.org">chair@asqtampabay.org</a>	Arrangements Chair: <b>Tiffani Nielsen</b> <a href="mailto:arrangementschair@asqtampabay.org">arrangementschair@asqtampabay.org</a>	Internet Liaison: <b>Julia Politowicz</b> <a href="mailto:internetliaison@asqtampabay.org">internetliaison@asqtampabay.org</a>
Past Section Chair/Nominating Chair: James Troeger <a href="mailto:Troegerj@gmail.com">Troegerj@gmail.com</a>	Treasurer: <b>Karen Scangarello</b> <a href="mailto:kvscangarello@gmail.com">kvscangarello@gmail.com</a>	Program Chair: <b>Daniel A. Leon Castro</b> : <a href="mailto:danielcas@hotmail.com">danielcas@hotmail.com</a>
Audit Chairs: <b>Brad Near</b> <a href="mailto:b.near@knology.net">b.near@knology.net</a> & <b>Karen Workman</b> <a href="mailto:Karen.Workman@hsn.net">Karen.Workman@hsn.net</a>	Recertification Chair: <b>Sara Kaplan &amp; Richard Wong</b> <a href="mailto:recertificationchair@asqtampabay.org">recertificationchair@asqtampabay.org</a>	Secretary: <b>Grace Fletcher</b> <a href="mailto:qa@vitalcarcinc.com">qa@vitalcarcinc.com</a>
Education: <b>Vacant</b> Placement Chair: <b>Debbie Holt</b> <a href="mailto:dholt@halkeyroberts.com">dholt@halkeyroberts.com</a>	Voice of Customer, Membership, Newsletter Chair: <b>Luz Bueno</b> <a href="mailto:voiceofthecustomer@asqtampabay.org">voiceofthecustomer@asqtampabay.org</a>	Historian: <b>Brad Near</b> <a href="mailto:b.near@knology.net">b.near@knology.net</a> Chair-Elect: <b>Vacant</b>

# MASTERING 8 DIMENSIONS OF EXCELLENCE

Tampa, FL MAY 17-18, 2017

Sponsored by: ASQ Tampa

## DAY ONE

### How to Align Strategy, Culture, Customer Experience and Measures of Success

8:30 AM to 5:00 PM (with check-in starting at 8:00 AM)

Change leaders like you have high expectations, a vision of the possible and urgency to engage others. Join this stimulating and entertaining session for a pragmatic approach that will strengthen your ability to achieve strategic outcomes customers will notice and employees will enthusiastically deploy. Your top-rated speaker and author, Robin Lawton, provides a thought-leading model and new tools for an eminently practical way to:

1. Describe customer priorities along four main dimensions
2. Concretely connect them to enterprise mission and strategy
3. Balance eight (8) areas of performance and related measures
4. Integrate & advance existing initiatives (Baldrige, ISO 9001, GPRA, Lean/Six Sigma, HCAHPS, VoC, Operational Excellence)

#### OBJECTIVES:

This fast-paced, interactive session shows you how to:

1. Make intangible knowledge work concrete and measurable.
2. Use new tools to connect strategy, daily work and customer insight.
3. Determine who “the customer” really is (beyond labels like buyers, taxpayers, patients).
4. Move from an internal, process focus toward a culture where customer-desired outcomes drive innovation and excellence.
5. Inject existing initiatives with a strong customer bias; visibly strengthen what you already do well.
6. Address 4 key performance areas balanced scorecards miss.
7. Assure any improvement effort yields at least a 5:1 return on investment and effort.

**WHO SHOULD ATTEND:** This workshop is for change leaders, initiative champions and their teams responsible for conceiving and executing performance improvement and innovation your customers will love, colleagues will notice and competitors will envy.

You will be equipped with a powerful but elegantly simple framework and process that has consistently produced high results in the toughest settings. Examples illustrate what a well-aligned strategic plan, balanced scorecard and customer-centered change initiative looks like, as applied in government, healthcare and industry. As an executive or change leader, you will also see how to remedy common obstacles that may be interfering with your organization’s customer-centeredness:

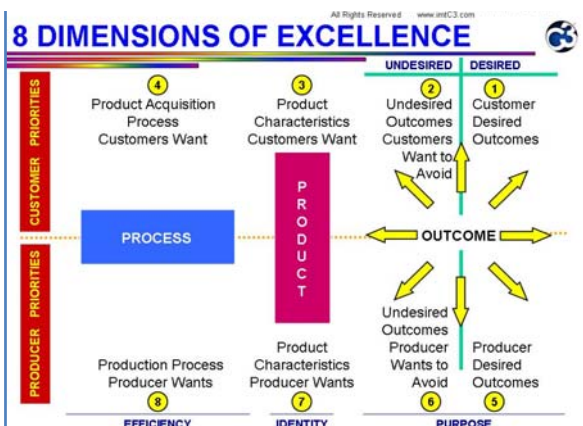
- Internal focus: process improvement without first defining and measuring customer-desired outcomes
- No consensus: confusion about what “service” means and who “the customer” really is
- Intent without method: desire to understand the voice of the customer with only ad hoc methods
- Complexity: tools developed for manufacturing operations are difficult to apply to service and knowledge work
- Initiative proliferation: so much to do, the goal is forgotten
- Measurement imbalance: excess focus on what we and third parties care about, little on customers’ priorities
- Activity-oriented strategic plans: meeting milestones are confused with achieving results
- Execution weakness: stops, starts and changes in deployment delay getting to “done”

## TO REGISTER

[www.c3excellence.com/public-workshops/](http://www.c3excellence.com/public-workshops/)

or call 941-704-9888

Early Bird price ends **21 Days Prior**



#### TOOLS YOU’LL TAKE AWAY INCLUDE:

- A self-assessment that reveals excellence strengths/needs in four key areas of leadership
- The easy-to-apply framework which shows where you current initiatives really focus and what actions will leverage them
- The tool that removes ambiguity about what “service” means, making the most intangible work concrete and measurable
- Project criteria shown to simultaneously increase satisfaction & workforce capacity while making huge cost and time savings
- The method for connecting strategy to daily work, applicable to everyone
- The just-released book, *Mastering Excellence: A Leader’s Guide to Aligning Strategy, Culture, Customer Experience & Measures*, by Robin Lawton

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# MASTERING 8 DIMENSIONS OF EXCELLENCE

## DAY TWO

### Uncover, translate, measure & deliver what customers want

8:00 AM to 5:00 PM (Day 1 is a prerequisite for this session)

You'd never tolerate multiple answers to the math problem,  $7+5=X$ . We've had years of math training, but little or none in linguistics. The ambiguity of our language and weak linguistic discipline remains a largely untouched challenge. This course supplies the needed rigor, easy to apply. You'll see how both improvement and innovation opportunities become unavoidably obvious.

Success in challenging times is more dependent than ever on understanding and delivering what customers want. But the well-meaning notion that we should listen to "the voice of the customer" is an insult to our intelligence. Everyone knows there is no such thing as the customer. This necessarily means there must be more than one voice to listen to. Yet we can make potentially fatal assumptions about (1) who "the customers" really are, (2) what questions to ask, (3) how to prioritize their answers and (4) how to define and measure success.

Your organization is not alone in this challenge. Consider the top car company executive who heard customers say they wanted more miles per tank of gas. Did this understanding lead to (a) fuel efficient engines, (b) lighter vehicles, (c) aerodynamic bodies or (d) bigger gas tanks? The firm's design team rushed to market with bigger gas tanks. No kidding! Perhaps what customers said was not what they meant.

Tools such as surveys, quality function deployment (QFD), the Kano model, ISO 9001, Six Sigma and others have the intent to capture the voice of the customer (VOC). While they have all made contributions, NONE answer key questions every practitioner must answer. Naturally, this session provides those answers. Examples from government, healthcare and such recognizable firms as Starbucks, Amazon.com, Southwest Airlines, Honda, Motorola and Google illustrate the growth potential possible by using the easy-to-understand but rigorous methodology described in this session.

#### OBJECTIVES:

Don't even think about conducting a voice of the customer project, commissioning a customer survey or designing new services without the innovative framework and tools provided in this session. You'll learn a refreshing new way to uncover and translate the mind of the customer in ways you never thought possible, including how to:

- Create the strategic framework for your VoC initiative
- Choose the best ways to collect customer needs
- Avoid the ten most frequent failures of satisfaction surveys
- Determine who your customers really are in every context
- Ask the three "word formulas" that always uncover priorities
- Translate squishy perceptions into objective measures and innovative alternatives
- Connect customer satisfaction, product design and growth

#### TOOLS YOU'LL TAKE AWAY INCLUDE:

- An easy to understand, step-by-step method for defining what your customers want
- An Excellence Framework that balances customer and enterprise values
- A jargon-free language that eliminates ambiguity
- Tools to (a) differentiate 3 roles a customer can play in any context, (b) discover whether the customers with most power have it appropriately, (c) identify the priorities that are/aren't measured

#### PAST PARTICIPANT COMMENTS:

*"Excellent seminar! This was not 'soft' training but required concentration and challenged me to make a mind shift to apply the customer-centered thinking in my work. The emphasis on creative divergent thinking may be the key to our success in the next 10 years."* Steve McAlexander, Assistant Vice President, **American Honda**

*"I have attended more than twenty seminars, workshops and post-Masters degree courses related to customer focus. This is the most practical approach I have found."* Clifford Keys, Operations Division Manager, **Lawrence Livermore National Laboratory**

*"Mr. Lawton's work clearly places him in a position to be today's premier thinker and practitioner of quality as defined by customer satisfaction. It causes revolutionary new managerial thinking and decision-making."* Bruce E. Laviolette, Ph.D., Director, Management Systems, **Naval Air Systems Command**



Robin Lawton

For more information on Rob and C3 Excellence, Inc., please visit us on our website or call to speak directly to Rob about your current improvement initiative.

[www.c3excellence.com](http://www.c3excellence.com)  
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Robin Lawton is a best-selling author and internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has over 30 years experience directing both strategic and operational improvement initiatives in industry, healthcare, government, education and international enterprises. His powerful but easy-to-understand principles and tools are outlined in his 5-star rated book (see [www.Amazon.com](http://www.Amazon.com)), *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* and numerous publications at [www.imtC3.com](http://www.imtC3.com). He was ranked #1 of 88 speakers by an international organization and is regularly ranked "Best Speaker" at major conferences organized by the Federal Executive Board, Japan Management Association, American Management Association, American Quality Institute, International ISO Conference, Minnesota Healthcare Association, American Society for Quality, Chamber of Commerce, Association for Manufacturing Excellence (AME) and many others.