# " Quality improvement tools at the service of company management. "

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## Press release

What is it that makes people tick such that they can deliver their best?

Some people have answered this question, simply as 'money' whilst others allude to it not being the only thing. I share in these views, but also take it to the *Maslow's Hierarchy of Needs,* which is the five-tier model, which suggests that people are motivated to fulfil basic needs, and other needs then get thrust in front of them as the first few levels get satisfied.

My discussion on *Engaging Working People in Continuous Improvement* is very important from the point of view of this conference as to the users of Quality tools. Who are these people that are assigned to use these Quality tools and how can company management make them become the difference in the results that the organisation delivers ?

Considering the story of Japan's quality revolution that swept the nation to world leadership, they took the view they had for people very seriously. This view of people is a high point of the success story that Japan has recorded.

Professor Kaoru Ishikawa is noted to have said that Japan could not manage their organisations the way it was being done in the West, where managers manage, and the people just do! He said that the people of Japan (and I say it applies to people in other parts of the world) are already leaders and decision makers in their respective groups and communities and it did not make sense for them to be brought to the company and asked to park their brains at the gate before they entered the company premises, and then pick up the brains on their way home.

The session on Engaging Working People in Continuous Improvement will focus on what it means for Africa, the Middle East and other parts of the world that have not seen or entered into what brought Japan, and afterwards China, into world leadership in quality.

I will also delve into the specific use of Brainstorming, as a Quality tool, dealing with its importance and practicability of usage.

**Zouhaier MARRAKCHI**