



# LEADERSHIP-STRATEGIC QUALITY PLANNING

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Course : Total Quality Management

**19ME514**  
**Unit -2 TQM Principles**  
**III Year /V Semester**  
**Mechanical Engineering**

# TOPIC OF THE DAY





# LEADERSHIP

Peter Drucker, the eminent management thinker and writer quotes: “Leadership is lifting of man’s visions to higher sights, the raising of man’s performance to a higher standard, the building of man’s personality beyond its normal limitations”

Leadership is the process of influencing others towards the accomplishment of goals. Leader triggers the will to do, show the direction and guide the group members towards the accomplishment of the company’s goal.



# CHARACTERISTICS OF LEADER

1. They give priority attention to external and internal customers and their needs.
2. They empower, rather than control, subordinates.
3. They emphasis improvement rather than maintenance.
4. They emphasis prevention.
5. They emphasis collaboration rather than competition.
6. They train and coach, rather than direct and supervise.
7. They learn from the problems.
8. They continually try to improve communications.
9. They continually demonstrate their commitment to quality.
10. They choose suppliers on the basis of quality, not price.



# THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

1. Be Proactive
2. Begin with the End in mind
3. Put First Things First
4. Think Win – Win
5. Seek First to Understand, then to Be Understood
6. People trust their gut reaction more than statistical data.
7. People distrust a leader's rhetoric if the words are inconsistent with the leader's actions.



# LEADERSHIP CONCEPTS

- People, Paradoxically, need security and independence at the same time.
- People are sensitive to external and punishments and yet are also strongly self – motivated.
- People like to hear a kind word of praise. Catch people doing something right, so you can pat them on the back.
- People can process only a few facts at a time; thus, a leader needs to keep things
- simple.
- People trust their gut reaction more than statistical data.
- People distrust a leader's rhetoric if the words are inconsistent with the leader's
- actions.



# STRATEGIC QUALITY PLANNING

Strategic quality planning (SQP) is a systematic approach to defining longterm business goals, including goals to improve quality and the means (i.e., the plans) to achieve them.

Goals should:

- Improve customer satisfaction, employee satisfaction and process
- Be based on statistical evidence
- Be measurable
- Have a plan or method for its achievement
- Have a time frame for achieving the goal
- Finally, it should be challenging yet achievable

# 7 STEPS TO STRATEGIC QUALITY PLANNING

1. **Customer needs** - Discover the future needs of the customer.
2. **Customer positioning** - Planners determine where the organization wants to be in relation to the customers.
3. **Predict the future** – Demographics, economic forecasts, and technical assessments or projection is tools for predicting the future.
4. **Gap Analysis** – Identify the gaps between current state and the future state of the organization. An analysis of core values and concepts are excellent techniques for pinpointing the gaps.
5. **Closing the Gap** – A plan has to be developed to close the gap by establishing goals and responsibilities.
6. **Alignment** – Once a plan is developed it must be aligned with the vision, mission, and core values and concepts of the organization.
7. **Implementation** – Resources must be allocated to collecting data, designing changes, and overcoming resistance to change.





# REFERENCES

1. Dale H. Besterfield, "Total Quality Management", Third Edition, Pearson Education Asia, Indian Reprint, 2016.
2. Dr S. Kumar, "Total Quality Management", Laxmi Publications Ltd., New Delhi 2006.

