

# ASQ World Conference on Quality and Improvement

*Seattle, Washington 2018*



April 30 - May 3, 2018  
*The Innovation of You*

# What makes going to WCQI such an outstanding event opportunity?

- ◆ The event venue is always in a beautiful city and Seattle, just as all of the past cities, did not disappoint.
- ◆ The speakers are top of the line speakers who always give you tips and ideas that you can take with you and put right to use in your home or work life.
- ◆ The satellite sessions are really interesting and give you access to places you wouldn't normally get the chance to see.
- ◆ The people you get to meet are from all over the world and networking with them and getting to know them is fun and informative.

# The Innovation of You

- ◆ This year's theme is nothing new. Organizations know that they have to innovate to survive. However, with the exponential pace of change, companies are finding that innovation is a practice that is required for them to just try to keep up.
- ◆ We can innovate on an individual level by embracing change, accepting its inevitability and acknowledging that a faster future is already here.

# Recordings and Presentations

- ◆ It's obvious that with over 100 sessions to choose from over the course of two and a half days, it's impossible to see everything you want to see. That is why I highly recommend that if you go, you spend the extra \$50 to buy the presentations and recordings. It's well worth it.
- ◆ I also definitely recommend buying a ticket to the Networking Banquet that is always held on Tuesday night. This one was held in the Museum of Flight and we had a great time talking to people we met in sessions and at lunch or even for the first time at the banquet. The band was great, the food was great and the museum was a really interesting place to wander around in.

# What types of classes and workshops did we attend?

- ◆ As a technical reviewer for the past few years I already knew that all of the Workshops and Sessions were really top notch. Companies like Boeing and Ford Motor Company and the City of Fayetteville and many from other countries provided excellent presentations and workshops all aimed at showing you how they are innovating in their industries and companies and how you can do the same in yours.

# Sessions and Workshops

- ♦ I went to several different Concurrent Sessions and an After Five Session that was excellent.
- ♦ The online and mobile app itinerary tools are both an excellent way to plan out your days. You don't have time to run from one end of the convention center to the other to get to the next session if you haven't planned it out in advance. My schedule looked like this:

<b>Sunday</b>	5:00 – 5:30 Registration	5:30 – 6:30 Business Mtg.	6:30 – 8:30 Opening Reception
<b>Monday</b>	8:00 – 9:15 Keynote – Mel Robbins	10:00 – 11:15 Networking	11:15 – 12:15 Lunch
	12:15 – 2:30 Satellite Session – Filson HQ	3:00 – 4:00 M28 – Strategic Financial Metrics	4:15 – 5:15 Keynote – Luke Williams (Disruptive Innovation)
	5:30 – 6:45 AF04 – Change Games		
<b>Tuesday</b>	8:00 – 9:00 Keynote – John McElligott (York Exponential)	9:15 – 10:15 T03 Sustaining Change	10:15 – 10:45 Networking
	10:45 – 11:45 T16 Make Change Innovative	11:45 – 12:45 Lunch	1:15 – 2:15 Keynote – Adam Steltzner (NASA)
	2:15 – 3:45 Exhibit Hall Extravaganza	4:00 – 5:00 T34 Continuous, Distributed Kaizen	7:00 – 9:30 Networking Reception Banquet @ Museum of Flight

# Welcome to the Exhibit Hall

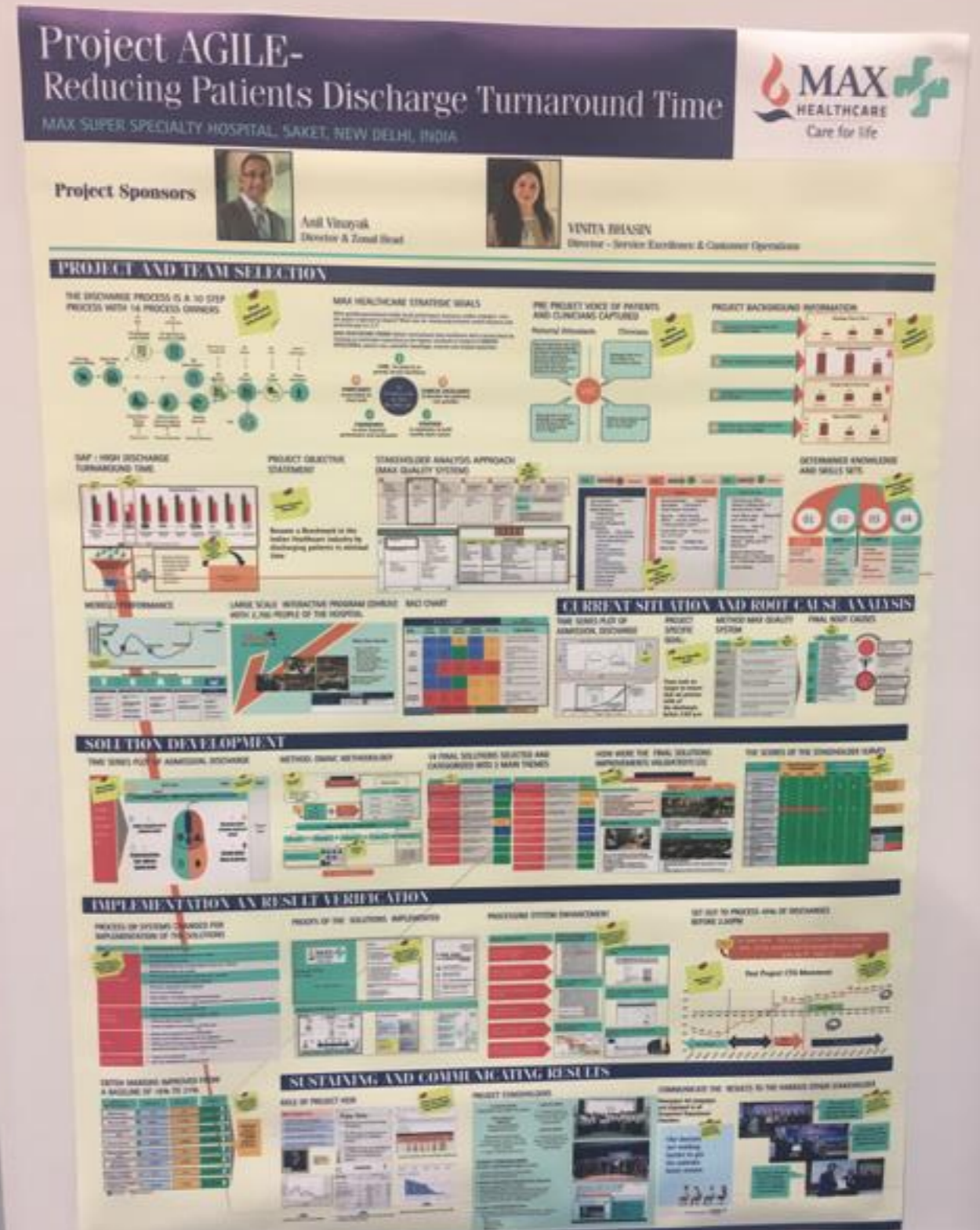


Cyndi Reichardt and I had fun taking pictures which we posted with everyone else's to the Social Media Wall



# Two posters from the Team Excellence Award Competition

## There were 23 entries - based on the Baldrige Criteria



# Opening Ceremonies and Speaker

- ◆ Mel Robbins was the first Keynote speaker on Monday and she was right on point with the innovation theme.
- ◆ She discussed the theory behind her book The Five Second Rule and I found it very intriguing.
  - ◆ Her theory is that out of some 35,000 decisions we make a day, most of it is on auto pilot. So what happens when we have to make a hard decision? The power to do that is in you, but some people just don't know how to harness it.
  - ◆ In her eyes, procrastination is a habit that needs to be broken. According to a 19 year long study, we actually do it as a form of stress relief. What you need to do is recognize what you are stressed out about and deal with that, and then you will quit procrastinating.
  - ◆ When you need to make a decision or do something you are uncomfortable with, nerves are normal – they mean you are trying and growing. What most people don't realize is that there is no difference between being nervous or being excited. The same chemical reaction is taking place in your body for both of them.
  - ◆ The only difference is in what your brain says. You need to say to yourself that you are **excited** instead of **nervous** and you will perform a lot better.

# The 5 Second Rule

- Mel has done a study and come up with this rule because she says there is about a 5 second gap (or hesitation) in between when a decision needs to be made and when you actually decide to do it or not do it and procrastinate.
- So when a decision needs to be made, count backward 5 – 4 – 3 – 2 – 1 and then you will override your bias toward inaction or excuses you can think of to not do whatever it is. Use that as a way to fight procrastination.
- This allows you the time to get clarity (breaking the bad habits of naysaying and talking yourself out of it and allows you to grab onto the courage you need to do it.

# The 5 Second Rule Cont.

- ◆ Remember there will always be an excuse not to do something. (You're tired, thirsty, need sleep, etc...)
- ◆ Most of the time we are our own worst enemies. We talk ourselves out of saying what we should have said or doing what we should have done and there is no real reason for it.
- ◆ Be courageous and believe in your own wisdom!
- ◆ Bottom line – Do what is in your heart.

5 – 4 – 3 – 2 – 1 – GO!

# The 5 Second Rule Cont.

- ◆ The moment you start to hesitate, count backwards – 5 4 3 2 1 and GO!
- ◆ This is actually encoding confidence in yourself and gets you off auto pilot.
- ◆ It keeps the cortisol from hitting your brain and allows you to go the opposite way from where you normally would have gone.
- ◆ Do you have the will to change? Yes you do!
- ◆ Whenever worry and anxiety hit, count backwards and throw in an anchor thought – any thought that makes you happy. (Kids, dog, raise, bonus, vacation etc...)

# Session T03 – Sustaining Change

## By Shawn Perkins of the Clorox Company

- ◆ Shawn had a really awesome example that shows the rate of change today.
- ◆ How long did it take to reach 50 Million Users?

Telephone	75 Years
Radio	38 Years
Angry Birds	35 Days!

- ◆ In the face of such rapid change we need to change our focus from the output (which is what management is looking for), to how do we sustain the countermeasures that give us that result. We need to error proof as much as possible (Poka Yoke) (ex: making gas nozzles so they can't possibly fit diesel **and** regular gas.)
- ◆ Limit the probability, make right and wrong clear, simple and easy to see (labels, colors, lights, outlines).

# Session T16 – Make Change Innovative & Inspiring, Not Painful

## By Russell Keenan

- ◆ An unfortunate statistic is that the average success rate for change initiatives is 20 – 40%.
- ◆ Grief is the main reason people fight change.
  - ◆ It's outside of their control
  - ◆ They don't understand why it's needed
  - ◆ Everything is now uncertain
- ◆ Russell talked in depth about the following 3 tools that you can use to facilitate change.
  1. Communication Plan – use multiple methods to communicate - often – Create shared understanding, provides inclusion.
  2. Stakeholder Register – Identify the WIIFM for each group of stakeholders and speak to them in their language.
  3. Risk Register – use those risks to find opportunities

# Keynote Speaker – NASA's Adam Steltzner

I have to say that one of the highlights for me was listening to Keynote speaker Adam Steltzner - the Chief Engineer on the Mars Curiosity Rover Team. I was working at NASA Headquarters in D.C. in 2012 when they landed the Curiosity and I remember just how exciting it was. Listening to Adam tell the story of how they ran and reran test after test and went through the processes to get that Rover down on Mars using a huge parachute and several different types of landing maneuvers which even then couldn't account for unknown variables or the "I forgot's", really brought it all back to me. It was absolutely amazing!! I just loved hearing every moment of it. Those were exciting days at NASA. I still think the space program is exciting and what Space X is doing lately is phenomenal.

The quality and the statistics that go into an endeavor like that are truly innovative and exciting and what our quality profession is all about.

One of Adam's main points was that it requires teamwork. You have to let yourself be vulnerable and be willing to hold onto the doubt. Separate the ideas from the people. Sometimes your "far out" idea may be just what leads to the solution! Don't be afraid to speak up.

Our curiosity is what differentiates us from other species. We love this stuff! How far can we go?



# Satellite Sessions

- ◆ During Monday and Friday ASQ offered two satellite sessions. One went to Starbucks Reserve Roastery and Tasting Room.
- ◆ The second went to Filson Manufacturing which is Headquartered in Seattle and has been manufacturing American-made, top-quality outdoor clothing, luggage, and bags since 1897.
- ◆ We went by bus to visit the Filson factory building at 1741 1st Ave. South Seattle. We toured the manufacturing floor and then were able to talk to production and design staff in their upstairs showroom. We got to see first hand how they have instilled quality throughout their workflow and used innovation to promote their line mostly through word of mouth making Filson the leading manufacturer of rugged high quality outdoor goods and clothing.
- ◆ I brought one of their catalogs if you'd like to see it.

Filson staff started out by giving us a full background on how Filson came about and then they gave us a tour of the factory floor and allowed us to watch as each item was made and moved to the next station.

You could see and feel the quality at every step of the process. They use super heavy duty waxed cotton and canvas materials that are almost indestructible. They reinforce every seam with more pieces of canvas and the zippers and every closure and everything is super heavy duty and rustproof.

From the sewing machines that exist from the early 1900's to the people using them who are some of the best operators available, it was good to hear how everything is sourced from the US wherever possible. Their prices may be higher than the norm, but they stand behind that quality with a huge unconditional guarantee for everything except normal wear and tear. They also ship free to any U.S. address.

They have a special design team that is always coming up with better ways to design their bags and other items and using lessons learned from previous design trials. They also use employees who go out and field test new products.

The catalog says they are even opening a new location in Washington DC in 2018.

Check them out when you get a chance [www.filson.com](http://www.filson.com)



Piece goods and assembly



An Old Sturdy Camatron Sewing Machine



The Restoration Dept.



Finishing Products



# THE ASQ GROUP WHO TOURED FILSON MANUFACTURING HQ



# MUSEUM OF FLIGHT

