

"The Idea Booklet"

MANITOBA QUALITY MONTH - OCTOBER Planning Something in Your Organization

"Quality Month is an international awareness campaign that focuses on the importance of quality and continuous improvement in all sectors."

During Quality Month, organizations promote quality within their organization to employees, suppliers, customers, etc. Over the years, many people with good ideas have been involved in activities that promote quality and quality awareness. Some are described below. We encourage you to borrow and adapt their ideas for use in your organization, sector, or community.

Good luck with your Quality Month campaign!

Quality Awareness Sessions

- * hold a program to educate employees on the basics of quality
 - * give an overview of the whats and whys of quality, information on the quality improvement process
 - * highlight success stories from within your organization or from other local organizations to exemplify quality at work
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Video Lunches and Video Training

- * show a series of videos over the lunch hour during quality month; including educational videos, and success stories from other organizations; videos can be alternated every day or every week
 - * hold training session(s) using video resources and video training manuals, on topics such as the basics of quality, customer service, ISO 9000, or the Deming video library
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Activity Listing on a Mug

- * listing quality month activities on a mug may increase participation at company sponsored events
 - * the quality month theme can appear on one side, and company activities listed on the other side
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Outdoor Displays

- * an outdoor display board will alerted all employees and the community of quality month events
 - * a quality month flag may also be flown outside your organization throughout October
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"Quality Thoughts"

- * "Quality Thoughts" can appear in weekly newsletters and electronic mail, posters highlighting departmental quality achievements may be displayed on boards throughout the organization under the heading "Quality in Action"
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Quality by the Week

- * a week can be set aside to celebrate quality month, with a theme for each day
 - * Appreciation Day: have the quality council visit departments, offer free admission to a quality video
 - * Employee Empowerment Day: discuss the topic of empowerment with employees
 - * “Cafeteria Gala Day, Hall of Champions”: focus on the importance of teamwork; videos of sporting events can be shown and cafeteria workers can dress up in sports costumes; pictures from different teams can be displayed, with information on each team’s progress
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Customer Satisfaction Celebration Week

- * a week to honour achievements made as a company team committed to total quality
 - * activities may include plant tours, pizza parties, and a barbecue cooked and served by managers
 - * video screenings related to customer satisfaction can be shown throughout the week, and divisions or departments may display exhibits relating to product preparation and customer satisfaction
 - * divisions and departments can participate in a quality slogan contest (ex. “The Five Ps: Proper Preparation Prevents Poor Performance”)
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Spotlighting Quality

- * sponsor unique events to spread the quality message throughout your organization beginning with a symbolic presentation of the company’s commitment to customer satisfaction
 - * have an internal quality award program to acknowledge employees committed to quality improvement, quality awareness, and quality impact
 - * decorated cafeteria or other staff facility with quality table tents, and a booth with information on the cost of quality for internal customers
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Team-Building Exercises

- * throughout October, employees can participate in activities that emphasize continuous improvement through interactive teamwork
 - * natural work groups can be formed to assemble parts of a 24” x 30” puzzle of the world during quality team meetings and other get-togethers
 - * the groups can also construct pieces to be added to a central puzzle for display
 - * these activities are designed to bring people together by working as a team
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Quality Day Fair

- * a fair for continuous improvement employee teams to display the results of their TQM efforts
 - * the event provides customers, suppliers and employees with the opportunity to share approaches and exchange information on process improvements in all areas
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Team Fair Days

- * provides employees with additional information about teamwork through interactive games
 - * booths can be arranged to provide information and demonstrate teamwork
 - * activities can be held such as “helping the customer through the maze,” where a blindfolded person is led through a maze by verbal communication only, and “targeting the customer,” an activity in which employees have three chances to hit the center of a target (the customer) with Velcro balls
 - * games of company trivial pursuit can take place, and prizes should be awarded for each event
 - * during lunch, teams may display 4’ x 4’ boards that demonstrate and provide information about specific quality team success stories
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Publications

- * distribute a publication that features successes in different fundamental areas the company has adopted as part of its quality culture
 - * stories can include achievements in conformance to requirements, prevention, doing it right the first time, measurement, customer-supplier partnerships, involvement, and continuous improvement
 - * groups of improvement teams can distribute a flyer in October encouraging employee participation
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Seminars and Workshops

- * employees can participate in seminars, workshops, film festivals or lunch videos on various topics
 - * your organization may wish to produce a videotape that highlights all quality month events, and use it to promote the organization’s quality message
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Help employees learn more about the operations of your company

- * activities can focus on a quality month theme, such as: “With Quality Ways, Our Company Stays”
 - * employees can learn more about certain aspects of the company by attending presentations
 - * throughout the month, employees can also be offered the opportunity to tour other company facilities, and spend a day with other employees to learn more about their jobs
 - * crossword puzzles and quizzes on quality topics can be distributed and prizes awarded to winners
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Create a Quality Mascot

- * a team of employees can develop a fun and informative event that emphasizes the importance of “doing it right the first time,” for example: throughout one company’s locations, a systematic program was implemented to track the frequency and cost of redoing projects
 - * created in the spirit of Halloween, the program was dubbed “Casper’s Quality Caper” and Casper the friendly ghost was named the “re-doooo” mascot; ghost stickers in a variety of fluorescent colors with the message “Tracking re-dooooos” were placed on all jobs that had to be redone due to mistakes
 - * the goal of the program was to improve the system by tracking errors and not to place blame, therefore, the program was fashioned in a light and non-threatening way
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Quality of Living in the Community

- * a special quality steering committee can organize a variety of events that benefit the community
 - * for example, the main focus of a volunteer relief program (in Florida) was to improve the “quality of living” for victims of Hurricane Andrew; teams of employees assisted in food service, clean-up, customer service, and administrative duties during certain days from mid-September to October
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Wall of Fame

- * one company developed an inexpensive but unique way to recognize its employees who are “building a quality foundation” for the company
 - * a paper “wall of fame” with painted bricks was created and prominently displayed throughout October in a busy area of the company
 - * employees who put forth the extra effort, initiated new ideas and demonstrated quality work were nominated for a spot on the wall
 - * winners received a certificate and had their pictures displayed on a brick with a description of their quality achievement
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Poster Contest

- * children of employees enter a contest to make a poster with a quality theme
 - * the children who win, get their poster made into a T-Shirt or receives some other prize
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Recognition

- * host quality month activities that highlight accomplishments and emphasize each department’s quality initiatives
 - * the quality department can distribute thank you letters and quality mugs to staff members, coordinate an ice cream celebration, and helped other departments to plan quality month events
 - * the customer service department can present videotapes on quality issues, coordinate a special recognition luncheon, and implement incentive programs for outstanding customer service
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Internal Quality Awards

- * have a Continuous Performance Improvement (CPI) champion awards luncheon; the event may include presentations on client satisfaction, cost effectiveness, timely performance and leadership
 - * have an internal award based on national quality criteria
 - * the winners may speak at sites and share their award-winning strategies with other employees
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Quality Team Fair

- * promoted your company successes through a fair that presents exhibits on methods used to solve quality problems
 - * employees can be grouped into teams and build booths that depicted a specific quality dilemma; each booth should illustrate the results and methods team members used to conquer specific problems
 - * attendees can also learn about quality by participating in a “Jeopardy” game that includes questions on quality tools, processes, and techniques
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Involve the whole family

- * children of employees can participate in an essay/illustration contest on “what quality means to me”
 - * winners may have their essay/illustration distributed on company calendars, newsletters, etc.
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Contests

- * write essays on how employees can improve quality in the company
 - * have a word scramble which provides clues to solving a final major quality theme - and, of course, give prizes to the winners
 - * winners can be announced at an internal quality event
 - * sponsor an essay contest for employees, on topics such as “putting teamwork to work”
 - * entries can later be published in the organization’s newsletter for all to enjoy
 - * have a contest that requires participants to answer questions about quality and their organization; the questions can be communicated to the entire organization and quality tips and historical facts about the organization included
 - * using the corporate slogan, employees can participate in a contest of interpreting what the slogan meant to them
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Company and Community Involvement

- * employees can participate in events that focus on the importance of teamwork and quality
 - * for example, employees at one plant viewed instructional videos during lunch and listened to in-house speakers who talked about company quality concerns
 - * a game called “Mission Mania” prompted employees at another organization to focus on the mission statements from some of the company’s departments and to become aware of each department’s goal
 - * employees in specific areas can put together displays exemplifying company successes in the areas of customer satisfaction, technology excellence and low-cost performance; displays may be judged and winners highlighted in a major display
 - * your company may also distribute a number of publications and flyers throughout the month to continually increase quality awareness
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Company and Community-Wide Quality Month Events

- * internally, organizations can kick off activities with a lunch for all employees and a presentation by the president
 - * weekly flyers may be distributed, draws conducted and banners displaying the company’s quality month slogan
 - * the campaign can also be extended into the community through efforts of a group of organizations in a certain region or sector, for example: a few manufacturers in one area sponsored a half-hour round table discussion on the quality movement in the company, that was shown six times throughout October on a local cable channel
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Learning about uniform tires

- * one company taught their employees firsthand about the importance of producing a quality product
 - * employees took a ride on a bus that was equipped with uniform tires, afterward, they boarded a bus with specially built non-uniform tires and went on the same trip
 - * passengers felt the difference in the two rides and learned the importance of producing a uniform tire
 - * employees from the production and technology department narrated each trip and answered employees questions, a brochure explaining uniformity was also given to all passengers
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Quality Declaration or Proclamation

- * have employees sign a “Declaration of Quality Dependence” as an affirmation of their commitment to the quality improvement process
 - * their pledge, written in a style similar to the United States Declaration of Independence, can later be displayed on posters
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Communicating quality during Quality Month

- * record a quality message on your voice mail or answering machine
 - * send quality reminders through your company’s computerized mail
 - * add a P.S. to your memos that reads “October is Quality Month”
 - * print quality messages on paycheques, invoices, vouchers, etc.
 - * hang quality posters in the lunchroom or break area, use bulletin boards and computerized mail
 - * send quality “Thank Q” cards to those who perform beyond your expectations
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Other miscellaneous ideas:

- * have videos, speaking presentations, and discussions on a variety of quality topics
 - * luncheons and refreshments may be offered during certain activities
 - * display balloons, posters, and other promotional material
 - * select quality slogan(s) to be displayed throughout the organization
 - * give a prize for employees selected at random to recite the slogan
 - * involve the community in your activities by inviting them to participate in seminars, video presentations, discussions, fairs, etc.
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