

8. Quality

Unified direction

Level 4 Headline

- 2004/08/04 Toyota quality slipping; bigger doesn't mean better {Gary Metcalf}
 - 2004/08/04 Comments 2 years ago from Toyota USA manufacturing {David Hawk}
- 2004/12/08 Standardized testing or not? OECD PISA report
 - 2004/12/06 OECD PISA
- 2005/04/27 Design as Communication (Don Norman) {Gary Metcalf}
 - 2005/04/30 Quality?

Multidimensionality

What is good?

Measures

That that can be measured can be managed

Misdirection

Focus on the measures rather than the results

<< Examples to be incorporated >>

1. Quality (GM) vs. Qualities (Nissan)
2. Why undersized air conditioning is the correct approach
3. Measurement (balanced scorecard, profit centers, 360-degree evaluation, six sigma, business case)

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<< Concepts to be incorporated >>

1. Complexity vs. complicatedness
2. Experience (intangible)
3. Inclusion, avoiding Type 3 errors

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