

LEO Revisited: The benefits of “Listen, Enrich, Optimize”

I have mentioned “Listen, Enrich and Optimize” in previous articles and I’ll probably mention them again. They are the main principles of my LEO methodology and they are integral to “Quality is Everyone’s Business” (QIEB) philosophy. We use QIEB to ensure that everyone in the organization is driving toward the same goal of Quality. LEO helps ensure that this transformation is sustainable.

What does your mission statement say about quality?

In this bestselling book, Chowdhury introduced his next-generation management system – LEO. In *The Power of LEO*, he describes how continuous focus on quality improvement can revolutionize any process—from manufacturing operations to managerial decision making. The secret is to cease delegating the responsibility of quality to specific teams or departments and permanently lodge it within the core of an organization’s culture.

Quality is Everyone's Business

The word "Quality" should mean more than a management tool that measures output of a company – and it can, if only we tap into the power of people to do the best that they can do – all of the time. Rather than see quality as a management process, I see it as a lifestyle choice – an underlying motive to work toward personal excellence.

Are you driven by the culture of "Good Enough"?

Every day, we are faced with choices: a choice to do right or do wrong; a choice to do or do nothing; a choice to bear down and do the right thing or do the minimum that's required to get the job done.

Activate the Revolution

In some respects, the old way of managing the quality process is part of the problem. Perhaps it is more accurate to say that the old approach to management has become problematic. When we manage quality, we are addressing problems as we become aware of them. But by then we are already behind; we're reacting and not 'proacting' – we're most definitely failing

to prevent anything.

How to Fix a Broken Chain

I was visiting a friend of mine who at the time was the chief executive officer of a large consumer products company. Although we had spent many months prior to my visit discussing quality problems that the company was experiencing, he was reluctant to even talk about it now that we were sitting face to face in his office.