

JUSE International Seminar on TQM

July 6 – 16, 2009

1. What is TQM ?

TQM is a set of systematic activities carried out by the entire organization to effectively and efficiently achieve company objectives so as to provide products and services with a level of quality that satisfies customers, at the appropriate time and price.

2. ISO 9000 vs. TQM

While ISO 9000 is a system to satisfy a set of standard requirements in quality, TQM activity aims at attaining corporate quality and culture for sustainable growth.

3. Why TQM now ?

TQM is a method proven by history to have changed crises into opportunities for improvement for a number of renowned world-class companies. In order to successfully deploy TQM, history shows it is essential to have customer-oriented views, make continuous improvement and employ total participation. The scope of TQM is inevitably much wider than ISO9000, and the level of activity expected is much higher.

Toyota claims that, in addition to the above three essentials to drive TQM successfully, sharing a « sense of urgency » among all employees, is the key, although it is the most difficult to obtain quickly. At a time of great danger, management and employees tend to become one by sharing the same sense of urgency, at a very high level, and more in the same direction to overcome the situation. We can strongly recommend that, now under a heightened sense of crisis, it is the best opportunity to introduce TQM or further develop TQM, as you have the key to attain the three essentials to drive TQM successfully.

By tracing the history, we see that leading TQM companies introduced TQM or drastically improved their activity level by changing crises into opportunities for improvement, and now enjoy higher recognition.

6. Program

This course consists of 5-day of lectures followed by 4-days of plant visits. Lectures will be taught by top professionals who have years of experiences in successfully implementing TQM in research, design, manufacturing and sales divisions, and providing TQM counseling to companies worldwide. Plant visits will be a unique opportunity to observe, firsthand, TQM systems operating at Deming Prize Award winning companies throughout Japan, such as Tokyo, Osaka and Nagoya.

TQM was born and developed in Japan. The monthly quality magazine *Quality Progress*, by the American Society for Quality (ASQ), highlighting Japanese quality which featured Toyota in its January 2009 issue, quotes « The Japanese have taught us that quality is an absolute. Toyota has created an unstoppable, unbelievable culture of quality, that everybody is responsible for quality every single day. » As told, TQM aims at attaining corporate quality and culture, where else other than Japan, you can gain a true understanding of TQM. The unique experience of cultural insight into Japan opens the door to TQM activity.

Lectures, lecturers and plant visits may vary year by year.

You will gain a better understanding of TQM activities by attending lectures and observing TQM in action during a week of plant visits.