

“Enhancing Worker Efficiency while Reducing Operating Costs”



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**Brain Cable’s Unique ‘Custom Process Training’ Guarantees:  
No Risk – High ROI – Positive Cash Flow – Higher Profits**

**A Memo to Your Top Management Team: #23 “What is Quality?”**

What is Quality?

[Note: I am a ‘grand-disciple’ of Dr. W. Edwards Deming since I am a disciple of Rafael Aguayo and Brian Joiner, two of Dr. Deming’s foremost disciples. You may go to my Website [www.qpi.com](http://www.qpi.com) for elaboration, and Insights into Dr. Deming.

It took me many years to finally “get it” and understand “Quality”.]

“Quality” refers to any and all processes in your company. Statistically, it means your processes should be in statistical “control” and always reducing their variation, i.e. increasing their “capability.” 3 Sigma is the minimum capability standard, 4 Sigma is better, etc. Leverage points and continual improvement are desirable.

Dr. Deming’s most fundamental profundity is the “Do Not Tamper” imperative. But, Process Training necessity is a close second. See Dr. Deming’s Fourteen Points.

Historically, good process training has been very expensive and difficult. Companies that have mastered it, such as Toyota, have benefited greatly. Few U.S. companies have had such success. The reasons are historically complex.

Thanks to modern technologies, as embodied in Brain Cable’s Custom Process Training, that is now changing. You MUST learn all about this. Top Management is responsible!

Call today for your Free Executive Briefing and your Free Demo when you qualify. No Risk. No Pain. Just Gain. As Dr. Deming said, “Quality is made in the Boardroom”.

I invite you to accept our Invitation below to learn all about it, via our Executive Briefing.

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P.S. Feel free to call me on my direct line at 812-332-8179 for a private consultation, or call Debbie Goodman, 800-355-6429 x106 to schedule your *Executive Briefing*.

Visit [www.braincable.com/tm](http://www.braincable.com/tm) Learn about ‘Your’ Free Demo

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