



IE407 Total Quality Management

Lecture 05



Instructor: Dr. Ali Ahmad

Reminder: SA grade

- ▶ SA grade will be determined by the attendance system
- ▶ More than 8 absents will automatically lead to SA grade
- ▶ Please be careful about your attendance in lectures





Besterfield Chapter 2: Leadership





The Seven Habits of Highly Effective People

Stephen R. Covey

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THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Powerful Lessons
in Personal Change

With a New
Foreword and
Afterword
by the Author

"A wonderful book that could change your life."
—Tom Peters, bestselling author of *In Search of Excellence*

Stephen R. Covey

THE 7 HABITS of Highly Effective People®

HABIT 1 | Be Proactive

HABIT 2 | Begin With the End in Mind

HABIT 3 | Put First Things First

HABIT 4 | Think Win-Win

HABIT 5 | Seek First to Understand,
Then to Be Understood

HABIT 6 | Synergize

HABIT 7 | Sharpen the Saw



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Character Ethic versus Personality Ethic

- ❖ Covey regards character ethic to be of primary importance in developing habits for success
 - ❖ Integrity, humility, fidelity, temperance, courage, justice, patience, industry, simplicity, modesty, and the golden rule
- ❖ Personality ethic is considered as secondary to character ethic. Personality ethic is what we can do as a result of training
 - ❖ Personality growth, communication skill training, and education in the field of influence strategies and positive thinking



Paradigm and Paradigm Shift

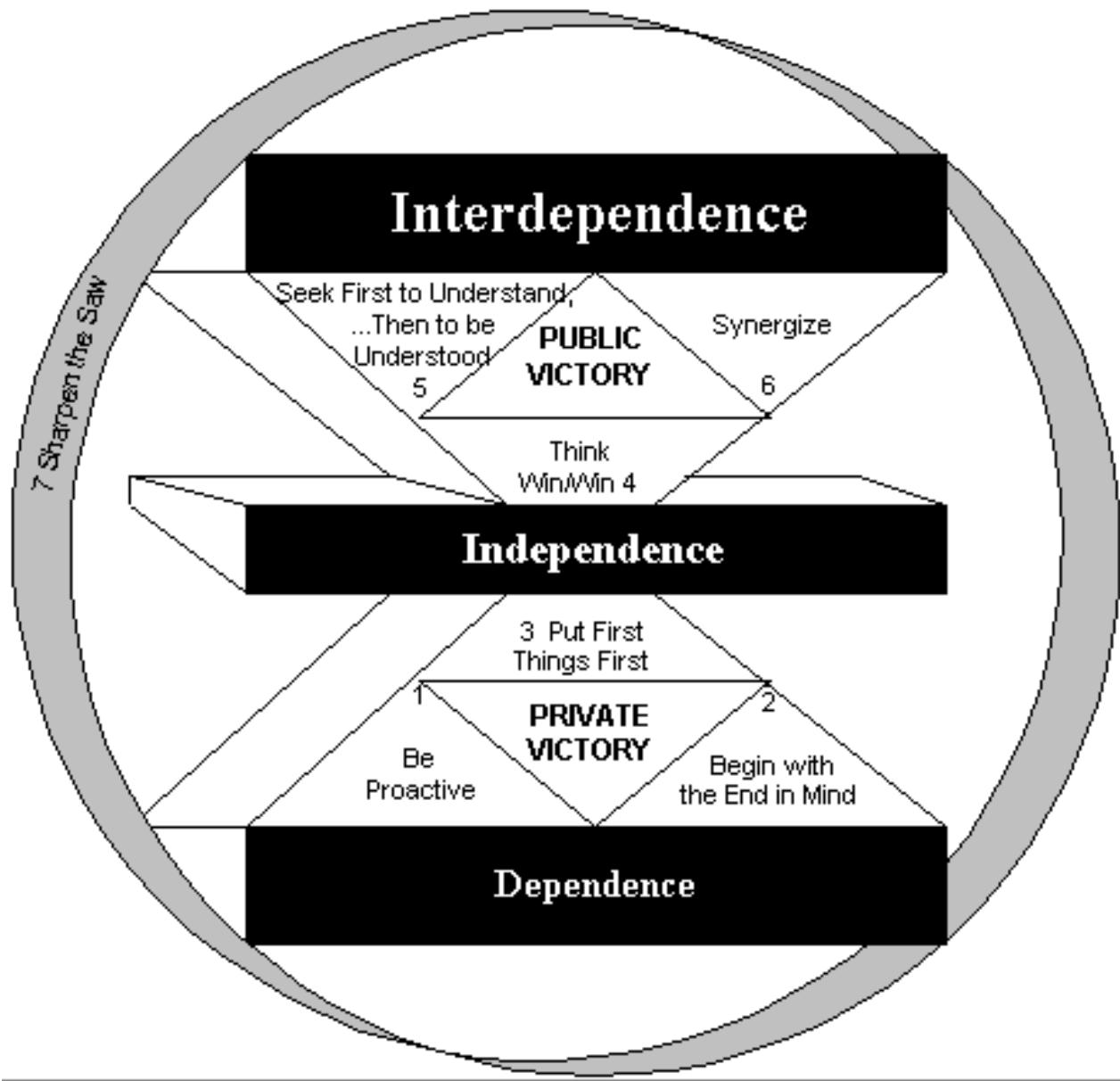
- ❖ A paradigm is the way we perceive, understand, and interpret the world around us
 - ❖ It is also referred to as world view
- ❖ A paradigm shift is needed to bring about breakthrough improvement



P / PC Balance

- ❖ P stands for production of desired results
- ❖ PC stands for production capacity, the ability or asset
 - ❖ Assets can be physical, financial, and human
- ❖ Covey asserts that a balance between P and PC is necessary to be effective
 - ❖ Physical: Lawn mower example
 - ❖ Financial: Principal amount and interest amount example
 - ❖ Human: Training and training schedule example





Habit 1: Be Proactive

- ❖ Proactive people make conscious choice based on values
 - ❖ The values are carefully thought-about, selected, and internalized
- ❖ Reactive people let circumstances, conditions or their environment tell them how to respond



Habit 2: Begin with the End in Mind

- ❖ Centre your life on correct principles based on a vision of your life as a whole
 - ❖ Develop a personal philosophy of your own
 - ❖ Anything and everything you do should be in alignment with your vision, philosophy and principles
- ❖ Some examples of the principles:
 - ❖ Never compromise with honesty
 - ❖ Maintain positive attitude
 - ❖ Do not fear mistakes
 - ❖ Read more examples on page 22 in Besterfield



Habit 3: Put First Things First

- ❖ Time should be allocated proactively to important activities well in advance before they become urgent (or emergent)
- ❖ Responding only to urgent activities is called “**fire fighting**”
- ❖ Classify activities into a time management matrix
 - ❖ See next slide



Time Management Matrix

Time Management Matrix*

	<i>Urgent</i>	<i>Not Urgent</i>
Important	I Crises, fire-fighting Pressing problems Deadline driven projects	II Prevention, PC Relationship building Recognizing new opportunities Planning, recreation
Not Important	III Interruptions, pressing matters Some mail, calls, reports Some meetings, proximate Popular activities	IV Trivia, busy work Time wasters Pleasant activities



Habit 4: Think Win-Win

- ❖ Seek mutual benefit in all human interactions
 - ❖ It is not your way or my way, it is a better way
 - ❖ If win-win is not possible then the alternative is no deal
 - ❖ Agree to disagree
- ❖ Win-Win embraces five independent dimensions of life
 - ❖ Character: integrity, maturity, and abundance mentality
 - ❖ Relationships: trust
 - ❖ Agreements: desired results, guidelines, resources, accountability, and consequences
 - ❖ Systems: cannot talk win-win but reward win-lose
 - ❖ Processes: regard other viewpoint, key issues, acceptable results, and possible new options



Habit 5: Seek First to Understand, Then to Be Understood

- ▶ Empathic listening is the key to effective communication
- ▶ First understand how the other person sees the world
 - ▶ Listening does not mean agreement
 - ▶ After physical survival the greatest human need is psychological survival
- ▶ Then be understood
 - ▶ Ethos is your personal credibility or character
 - ▶ Pathos is the empathy you have with the other person's communication
 - ▶ Logos is the logic or reasoning part of your presentation



Habit 6: Synergy

- ▶ Synergy means that the whole is greater than the parts
- ▶ The following provide opportunities for synergy:
 - ▶ Find ways of working in teams
 - ▶ Apply collaborative decision making
 - ▶ Value differences
 - ▶ Build on divergent strengths
- ▶ Example of musical group The Beatles



Habit 7: Sharpen the Saw

- ▶ Take time to renew the four dimensions of your nature
 - ▶ Physical
 - ▶ good nutrition, rest and relaxation, regular exercise
 - ▶ Spiritual: commitment to your value system
 - ▶ Prayers, meditation, spiritual reading
 - ▶ Mental: intellectual abilities
 - ▶ Reading, writing, seminars
 - ▶ Social/emotional: relationship with others
 - ▶ Attending social events



Ethics

This section is skipped because you have already completed Ethics course

References

- ▶ Besterfield, Dale H. and others. 2019. *Total Quality Management*, 5th edition. Pearson India
- ▶ Besterfield, Dale H. *Quality Improvement*, 9th edition, Pearson

