

Improvin' Staff and Customer Satisfaction By Applyin' ISD-based Trainin' to Our Continuous Improvement Goals

Training Directors' Conference

Thursday, April 17



John K., Conference Leader



Participant Introductions



Goal: Brainstorm ideas for enhancing Continuous Improvement programs by implementing ISD-based training methods, thereby increasing Uncle Bubba's Staff and Customer satisfaction

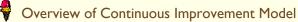


Evaluation: Results of conference brainstorming to be presented to Uncle Bubba

Agenda



Welcome, introductions



. History & Principles



Introduce ISD Model

. History & Principles



Compare/contrast principles of both models



Discuss application of ISD to CIM



Identify ways to merge ISD-based training and CIM principles



Discussion Groups: Brainstorm implementation of ISD-based training to achieve quality-oriented training

Origin and Evolution of the Continuous Improvement Movement



Examples of Its Application

How?

- 1. Shewhart & Deming in WWII -- Quality Assurance of war production
- 2. Japan post-war -- rebuilding nation using CIM principles
- 3. In US 1950's & 1960's

Examples:

- 1. TQM
- 2. Ford's "Quality is #1"
- 3. Hallmarks & inspection stickers
- 4. Beneficial Suggestions

Principles of the Continuous Improvement Movement

- Target Process to Be Improved
- Analyze Process Variables
- Develop and Verify Improvement Theories
- ¶ Implement the Changes
- Fvaluate (Track) Success

Review each principle.

Origin and Evolution of the ISD Model



How It Began



Examples of Its Application

Developed by U. S. military in WWII for rapid, performance-based training of "90-day wonder" officers.

All DOD training programs.

Most governmental training.

Corporate training that is performance-based.

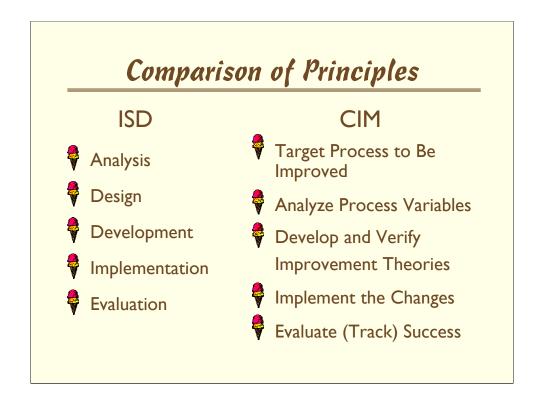
Netware training.

Microsoft training.

Elements of the ISD Model

- **Analysis**
- Design
- Development
- Implementation
- **Evaluation**

Quick review of each point.



Basic principles are similar.

ISD is

- 1. subjective
- 2. static
- 3. designed to be inherently quantifiable

CIM introduces QUALITY --

- 1. objective
- 2. dynamic
- 3. difficult to quantify

Can ISD & CIM principles be applied to our training to enhance Uncle Bubba's

quality, thus increasing satisfaction?



Training will be:

standardized

task-oriented

quantifiable

CIM relies on training to achieve success:

task-oriented training produces quality products

Examples?

Ford production facilities

performance-based production with quality as goal (quality more important than efficiency)

Training toward Continuous Improvement goals can be methodical and objective-oriented.

Sales staff

Creating food items (presentation and meeting specs)

Ringing a sale

Monitoring clean-up needs

Managers

Inventory monitoring

Staffing Paperwork

Monitoring immediate needs -- staff, prep, cleanup

Suggestions for implementing ISD principles to improve

Oncle Bubba's

current training programs?

Improve training

= Improve service

= Improve satisfaction



ANALYZE

Review current training plan and methods

Request customer feedback; encourage employee suggestions; monitor competition (how they train)

DESIGN

Encourage employee and management input at all levels -- open to all ideas

Identify specific training goals and objectives

Create master training plan

Create training plans for each job description

Create training plans for each important job task

Define evaluation process

DEVELOP

Design instructors' materials, trainees' materials, and instructional media

Generate implementation plan (pilot project)

Involve management -- Consult with experts

Organize non-management staff "Quality Teams" for review of ideas

IMPLEMENT

Activate training plan

Conduct training

Introduce visual reinforcements of training: signs, buttons, stickers, flyers

Monitor and make necessary immediate modifications in training plan

Maintain records to document training outcome

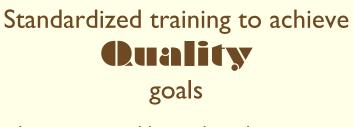
EVALUATE

Identify and analyze tests used to measure post-training performance

Review any breakdowns in program

Correct processes, if needed

Monitor employee morale, absenteeism, and apparent satisfaction with program



has a direct, measurable result on business growth:

- ✓ Sales / Profits
 √ Satisfaction
- Ideas discussed here will be submitted to Uncle Bubba for ponderin' on his next fishin' expedition.

Tell him possum freckle ice cream ain't a-workin' in every market, so he'll have somethin' else to ponder.....