



Uncle Bubba's Ice Cream Emporiums

Improv'in' 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
-  Overview of Continuous Improvement Model
 - 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



How It Began



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
-  Evaluate (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.

Comparison of Principles

ISD



Analysis



Design



Development



Implementation



Evaluation

CIM



Target Process to Be Improved



Analyze Process Variables



Develop and Verify Improvement Theories



Implement the Changes



Evaluate (Track) Success

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
Uncle 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

Standardized training to achieve **Quality** goals

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.....