



www.ssbs.in

TEN SUCCESSFUL YEARS

In Coaching and Practicing Business Excellence.



Thank you

All our Customers, Employees, Partners, Associates, Mentors for accompanying us in this Journey of Excellence.

www.sevenstepsacademy.org | www.ssbs.in

Excellence Culture

Newsletter from Seven Steps Business Transformation Systems

Apr 2023

Issue-7

"Culture Eats Strategy for Breakfast" – Peter Drucker- Management Guru

INSIDE

This issue

Spark

for the month

Tool

for the month

News/Events

update

Forthcoming

Trainings & Workshops

Books we

Recommend for Excellence

Book

of the month

Key to Excellence

P R Ramesh
VP- Corporate Consultancy Division



SPARK

for the Month

Culture, the most talked but least implemented corporate Buzz word. If things not working , blame the culture. If people are not punctual or disciplined, blame the culture. If things done in an unprofessional way, again its cultural issue. Many Problems but one Root Cause called Culture; It has different names; Corporate Culture, Organization Culture, Quality Culture, Work Culture etc... So what exactly is Culture. Why it is so important, who creates culture ? Let us have some reflections on this .

Let us look at one of the best definitions of organization Culture

"Organizational culture is the collective behavior of humans who are part of an organization and the meanings that the people attach to their actions. Culture includes the organization values, visions, norms, working language, systems, symbols, beliefs and habits. It is also the pattern of such collective behaviors and assumptions that are taught to new organizational members as a way of perceiving, and even thinking and feeling. Organizational culture affects the way people and groups interact with each other, with clients, and with stakeholders"

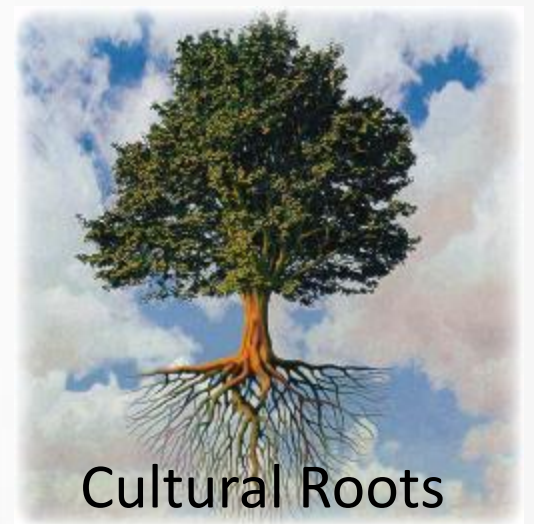
The Next question is how to create right organization Culture ?

For this organization need to take its current level Cultural Assessment*

Once the current situation is known, gaps can be closed through actions

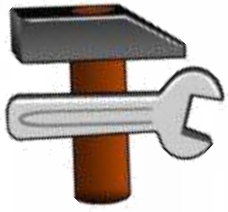
Culture Few Facts

- Culture cannot be created overnight, it has to be built brick by brick and it takes time. It is very easy during the inception of a company and becomes more difficult for a matured organization
- Leadership plays very important role in Culture building. As Culture building is a long term process, the tenure of CEO should be long enough for Cultural transformation. Leaders should lead by example
- Mission and Core values of the company complements Culture. Core Values are the reference points to measure Culture



Cultural Roots

* Seven Steps Innovation Lab developed a comprehensive tool for cultural assessment. The Academy also recognizes companies with best culture. For more details contact saptha@ssbs.in



Tool for the month

Design Thinking

Design thinking is a problem-solving approach that focuses on empathy for the end user, creativity, and iteration to develop innovative solutions. It is a human-centered approach that begins by understanding the needs and desires of the user, and using that understanding to develop solutions that are both effective and satisfying. Design thinking involves a process of ideation, prototyping, and testing, in which designers and other stakeholders work collaboratively to develop and refine ideas until a viable solution is reached. The goal of design thinking is to develop products, services, and systems that better meet the needs of the people who use them, and to create more innovative and effective solutions to complex problems.

There are typically five stages or steps in the design thinking process:

1. **Empathize:** In this stage, designers seek to understand the users and their needs, motivations, and desires. They may conduct user research, interviews, and observations to gain empathy and insight into the users' experiences and perspectives.
 2. **Define:** In this stage, designers synthesize the insights gained in the empathize stage to define the problem or opportunity they will focus on. They use a human-centered approach to frame the problem and identify the needs and constraints of the user.
 3. **Ideate:** In this stage, designers generate a large number of ideas that address the problem or opportunity they have defined. They use a variety of creative techniques to brainstorm and explore a range of possible solutions.
 4. **Prototype:** In this stage, designers create low-fidelity prototypes of their ideas to explore and test different possibilities. These prototypes may be physical or digital, and can help designers to quickly and cheaply explore different options and get feedback from users.
 5. **Test:** In this stage, designers gather feedback on their prototypes from users and stakeholders. They use this feedback to refine and improve their solutions, iterating on the design until a final product or solution is achieved that meets the needs of the user and addresses the problem or opportunity identified in the define stage.
- These five stages are not necessarily linear, and designers may move back and forth between them as they iterate on their ideas and refine their solutions. The design thinking process is an iterative, collaborative approach that emphasizes user-centered design and creative problem-solving

News/Events **update**



TQM Launch at Cosmo First limited



TPM Declaration at Yoshika Engineering Pvt Ltd – Pune



5S Auditor Training at JK Tyres



Lean Champion – Experiential Learning Workshop



Training on Daily Work Management



Value Stream Mapping – JCB India



Forthcoming
Trainings & Workshops

Seven Steps Academy is offering more than 100 Training modules covering areas like TQM, TPM, Lean, Six Sigma, Problem Solving, Kaizen, 5S, Quality, Strategy & Leadership. Trainings are Conducted in both online and onsite mode. Below are some of our Flagship trainings offered as Public Trainings

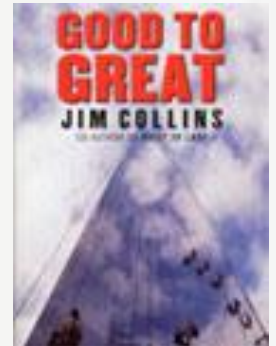
| Month | 5S Auditor Training | Goal Setting using Balanced Scorecard and Hoshin Kanri | Lean Champion Training | Certified Six Sigma GB and BB (ASQ) | Certified Reliability Engineer (ASQ) |
|---------------|--|--|--|--------------------------------------|---------------------------------------|
| Apr 23 | | | | Starts from 3 rd April | Starts from 5 th April |
| May 23 | 18 th and 19 th May | | | Starts from 15 th May | |
| Jun 23 | 15 th and 16 th June | 6 th June | 13 th and 14 th June | | Stars from 5 th June |
| Jul 23 | 20 th and 21 st July | | | Starts from 3 rd Jul | Starts from 10 th Jul |
| Aug 23 | 17 th and 18 th Aug | 22 nd Aug | 8 th and 9 th Aug | Starts from 16 Aug | |



Books

We recommend

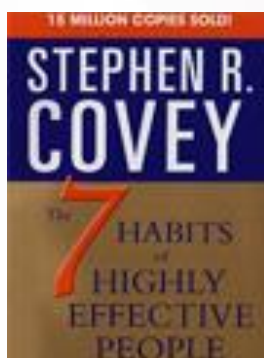
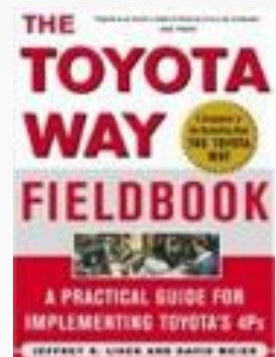
In this book, Jim Collins uncovers the underlying variables that enable any type of organization to make the leap from good to great while other organizations remain only good. Rigorously supported by evidence, his findings are surprising - at times even shocking - to the modern mind



Written by the business world's new gurus, Blue Ocean Strategy continues to challenge everything you thought you knew about competing in today's crowded market place. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, authors W. Chan Kim and Renee Mauborgne argue that lasting success comes from creating 'blue oceans': untapped new market spaces ripe from growth

Jeffrey Liker first revealed the management principles Toyota's worldwide reputation for quality and reliability in the international bestseller The Toyota Way.

Now, he and Toyota veteran David Meier take those lessons a step further with The Toyota Way Fieldbook. You'll receive the diagnostic tools, worksheets, and exercises--many adapted from Toyota originals--so you can craft the most effective approach for your organization



Hugely acclaimed, The 7 Habits of Highly Effective People discusses and brings together the many closely relatable dilemmas that people are most often faced with, on both the professional and the personal fronts of their lives. The book, in combination, offers its readers with integrated and rationally augmented solutions to face these problems head on and fix them with integrity



Book of the month

Design Thinking



"Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" by Thomas Lockwood and Edgar Papke is a comprehensive guide to the design thinking process. The authors explore the history of design thinking and its impact on various industries, and provide practical tips and case studies to help readers apply design thinking to their own work.

The book is divided into three parts. Part One provides an introduction to design thinking, including its history and key principles. Part Two explores the design thinking process in detail, including problem framing, ideation, prototyping, and testing. The authors provide practical tips and case studies throughout, which help to illustrate the process and demonstrate its effectiveness.

Part Three focuses on how design thinking can be applied to various industries, including healthcare, education, and finance. The authors provide case studies and examples of successful design thinking projects in each industry, which help to demonstrate the versatility of the approach.

One of the strengths of this book is the breadth of topics covered. The authors provide a comprehensive overview of the design thinking process, and explore how it can be applied to a wide range of industries and challenges. The case studies are particularly helpful in demonstrating the effectiveness of design thinking, and provide useful examples for readers to learn from.

Another strength of the book is the practical tips and guidance provided throughout. The authors provide clear and concise advice on how to apply the design thinking process in practice, and provide helpful examples and exercises to help readers develop their skills.

Overall, "Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" is an excellent resource for anyone interested in design thinking. It provides a comprehensive overview of the approach, and is full of practical tips and case studies to help readers apply it to their own work.

We strongly recommend this book to all people and organizations passionate about Innovation



Key links to
Excellence

Seven Great thoughts that can transform organizations

■ **In god we trust, all others bring data - Dr Edward Deming**

If applied, this will easily reduce 75 % of meeting time. Most of the organizations spend hours together in meetings without data. Arguments, assumptions, opinions take everyone's valuable time. You can make a poster of above quote and display in all meeting areas.

■ **The greatest danger for most of us is NOT that our aim is too high and we miss it, BUT that it is too low and we reach it! - Michelangelo**

We have seen organizations taken mediocritic goals, exceed them and celebrate when their competitors doing ten times better by challenging status quo. If this principle is adopted, we can utilize our people potential to their best

■ **"If I had 8 hours to chop a tree, I would spend 6 hours sharpening my axe"**

Planning, training and development taken back seat in many organizations. Most of the time senior management will be busy in fire-fighting. By following this principle we can prepare the organization for future (Refer: 4 quadrants of time management by Stephen Covey- This is a second quadrant activity)

■ **We are what we repeatedly do; Excellence then, is not an act, but a Habit – Aristotle**

Consistency is the biggest problem in most of the organizations. We start with great initiatives and don't sustain them. Like Dr Deming said, "Secret of success is constancy of purpose".

■ **"It is better to deserve honors and not have them than to have them and not deserve them"- Mark Twain**

Think about ISO 9000 certificates, excellence awards etc...

■ **"Give a man a fish, feed him for a day.... Teach a man to fish, feed him for a lifetime."**

Great organizations are those which have less problem reporters and more problem solvers. With proper mentoring, we can create more problem solvers.

■ **What cannot be measured, cannot be managed**

We need to move from no measurements/vague measurements to clear operational definitions and measurements. This alone will bring in 50 % improvement in any improvement project.

We developed posters on these thoughts of excellence.
For ordering please contact saptha@ssbts.in OR call 09886318437.