



13~15, June 2024



Hall 2, IC&SR, IIT - Madras  
(Centre for Industrial Consultancy and Sponsored Research)

# CEO THROUGH TQM



**Creating the  
Extraordinary  
Organization  
through  
Total  
Quality  
Management**

*By*  
**N. Ramanathan**

## **A two-and-a half day program for top managers**

- ✓ Invest in your own development!
- ✓ Challenge your paradigms!
- ✓ Embrace new ones!



**INDIAN SOCIETY FOR QUALITY  
Chennai CHAPTER**

## OBJECTIVES

If your objectives remain the same as always, can you expect to be extraordinary?

**Examine how you can change the very nature of your organization's aims.**

## STRATEGY

Does your strategy gel with your aims? Is it executed effectively?

**Can you develop the required capabilities, and deploy your goals and means across and down your organization?**

## WORLD

Does your organization get buffeted by adverse events, from time to time?

**How can you build resilience?**

## INDUSTRY

Are technologies, digitalization, regulations, sustainability concerns, or customer needs, changing or uncertain?

**How can you become more adaptable?**

## PEOPLE

Are your people aligned to the aims of the organization?

Are they involved and energetic?

**How can you generate momentum?**

## CUSTOMERS

Are your customers happy? Will they buy again? Do they praise you?

**How can you achieve superior customer experience?**

## LEADERSHIP

Are your people customer-focused? Do they cooperate?

Do they challenge tough objectives?

**How can you create a happy and committed organization?**

YOUR

## PRODUCTS

Are your new products and services consistently successful?  
**How can you powerfully develop products ?**

## INVESTMENTS

Do your investments consistently pay you back?  
**How can you better plan and manage investment projects?**

## ENVIRONMENT

Are you doing enough to cut your environmental footprint?  
**How can you be adept at reducing your consumption of resources and eradicating pollution?**

## IMPROVEMENTS

Is the pace of your improvements good?  
**How can you systematically improve through the efforts of everyone**

## STEADINESS

Is there much firefighting? Do you find your results yo-yoing?  
**How can your organization work systematically, even with newcomers?**

## INNOVATIONS

Is your organization able to produce breakthroughs and innovations?  
**Do you build buffers and diversity to create an innovation ecosystem?**

## PROFITABILITY

Are your profits consistent and satisfactory?  
**How can you better manage for profits, especially in product development and projects?**

YOUR

# Check Your Power!

Are your customers happy?  
Your people?  
Is your organization trusted?

**How do  
you rate  
your**

- Product power?
- Brand power?
- Network power?
- Societal power?
- Financial Power?

## Objectives of the Program

- Learn, from the viewpoint of a top manager, the principles, the mechanisms, and the methods which lead to great organizational results and capability-building.
- Learn to recognize the problems that come in your way, and the paradigms and methods that can lead you out of them
- Learn about the kind of leadership that energizes and mobilizes everyone to challenge tough objectives with alignment and cooperation
- Examine and change the way we think, the way we do things and the way we manage

## Glimpses of Program Content

- TQM: A different narrative about management, focused on the customer
- Quality: Its profound meaning, and its endless pursuit. Customer experience. Sustainable world.
- Leadership: By the Gemba, aligning everyone to the customer
- Purpose: Working to purpose, transcending competition
- Vision and Strategy: Knowing what to achieve and how
- People: Revolutionizing HR systems through TQM paradigms
- Cross-functional Working: For Quality, Delivery, Product Development, sustainability
- Improvement: Systems and methodologies for companywide improvements
- Preserving: Clear roles, standards, managing anomalies
- Diagnosing: Knowing the true status of the organization
- Data: A question of sanity. Meaningful conversations around data
- Profits: Managing for profits even in hard times
- Practice: Promoting and ensuring a TQM way of thinking and doing

**Registration**

As the program is intensive, the **number of participants is restricted**. Registrations will be on **first come first served** basis. For effective impact, organizations are encouraged to register multiple participants. CEO participation is recommended.

**Note:** *Evening Guest Lecture is planned on the first day.  
 On the second day Evening, Guest Lecture and interaction with business leaders planned with cocktail and dinner.*

**For registration and further details, please write to [info@isqnet.org](mailto:info@isqnet.org) Or call 8012580850**

**Registration fees**

- ₹80,000/- + 18% GST per participant. (Total ₹94,400/-)
- ₹72,000/- +18% GST per participant (Total ₹84,960 /-) for organizations registering two or more persons.
- The fee covers program fees, lunch and tea breaks on all the three days and cocktail dinner on the 2<sup>nd</sup> day.

**Note: For registration to be confirmed, the fees should be credited to ISQ account before the start of the program**

**Refund policy.** Change in participant can be allowed if the registered participant is unable to join. Or the fees can be held over for the next CEO through TQM program.  
 Full refund if desired, can be made if cancellation is made before 24 hours of start of the program.

**Please provide following details while registering**

- Name
- Contact number
- Designation
- Email ID
- Name of the Organization & billing address
- Brief description about your organization
- GST No. for GST invoice

**Payment through cheque, IMPS/RTGS/NEFT may be made to the following account.**

- Beneficiary Bank Account Name: **Indian Society for Quality**
- Name of the Bank: **HDFC Bank**
- RTGS/NEFT IFSC Code: **HDFC0000027**
- Bank Account No.: **00272000001288**
- Branch: **Greater Kailash 2**

Cheque/electronic transfer reference	Name of the Bank	Date	Amount (Rs)



## About ISQ

Indian Society for Quality (ISQ) is a not-for-profit society established in 1996 to fill the need for a national forum for interaction among quality professionals, leaders, practitioners and academics. ISQ is a non-partisan, independent body that attracts and invites individual members from business organizations, health care and educational institutions, government agencies and NGOs. Members share their knowledge and learn from each other. ISQ is thus engaged in both creating and disseminating knowledge.

Its mission is to contribute to the thriving of humanity in a healthy planet.

ISQ is well linked to similar national quality bodies in other countries. It is a board member from its very inception and has represented India in the Asian Network for Quality (ANQ). ISQ is a national partner to Quality Sustainability Award promoted by International Academy for Quality. ISQ is the face of India in the world of quality.

**To know more visit** <https://isqnet.org/about-us/index.html>

## The Faculty

N. Ramanathan, 77, has an industrial background, having worked in diverse functions and having headed for six years the joint-venture auto-components company SRF Nippondenso, near Delhi, which introduced him to Japanese TQM. His experience spans 54 years, including 30 years to date in the quality field. He has guided companies for the past 17 years as an independent counsellor in quality-based management and has been associated with twelve successful Deming Prize challenges including two for his parent company, SRF, where he continues as adviser. He has taught and advised Ashok Leyland, CEAT, Indus Towers, JSW Steels, the Mahindra group, Tata Quality Management Services, Tata Steel and other organizations.

Ramanathan is a founder member and past President of ISQ with which he continues to be actively engaged. He is on the Board of Asian Network for Quality (ANQ). He has played leadership roles in promoting Quality in CII, the Quality Council of India (QCI) and the Indian Machine Tool Manufacturers' Association.

Ramanathan is an Academician in the International Academy for Quality (IAQ) and serves on its Board as Vice President, and as Chair of its Examination Committee. He founded the IAQ Think Tank on Quality in Planet Earth Concerns in 2015, chaired it till 2020 and continues as its member. He is also a vice-chair of the IAQ Quality 4.0 Think Tank. In 2021, Ramanathan wrote, together with co-author Dr Gregory Watson, a Quality Manifesto for the 21st Century, which was adopted by IAQ. It is endorsed by eighteen national Quality Bodies and has been translated into thirteen languages including Chinese, Spanish and Arabic.

Ramanathan has conducted training programs, spoken at international conferences, and has published numerous articles and papers in both academic and lay journals. He has conducted three half-day webinars titled Health of Planet Earth through Quality, for ISQ.

Ramanathan has received several awards:

- 2021: Edwards Medal from the American Society for Quality (ASQ) for outstanding leadership
- 2018: Dronacharya Award from ISQ for leadership in guiding Indian organizations
- 2017: Ishikawa-Kano Award - Silver Medal of ANQ for long-term contributions to quality
- 2022: Outstanding Jury Selection Award of QCI for groundbreaking initiatives ...
- 2022: Founders Medal for extensive contributions to the furtherance of the IAQ goals
- 2017: Yoshio Kondo Award of IAQ for academic research
- 2012: CII Cluster Champion award for championing the cluster method of TQM dissemination