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**55<sup>th</sup> EOQ Congress  
as  
World Quality Congress**

***„Navigating Global Quality in a New Era”***

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# People involvement and motivation

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## The Quality of the Human Resources New Aspects of Quality in the 21<sup>st</sup> Century



György Szügyi

It is for the participants of  
55<sup>th</sup> EOQ Congress

June 22, 2011 (Wednesday)

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# Quality in the „old times”

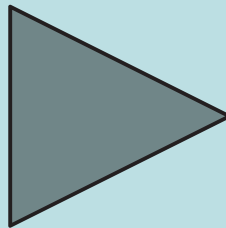
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- Quality control, where the product in the focus.

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## Nippon

### Deming and the Focus on the HR



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## **Quality in the „old times”**

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- **Quality control, where the product is in the focus.**
- **Quality system, where the human resources are in the focus.**

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## **Quality today**

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- **System and processes**
- **Corporate objectives**
- **People’s involvement**
- **Customers’ commitment**

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# Quality of tomorrow I.

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1. Creative effort for self-esteem and selfactualization (more than simple motivated workers)
2. Continuous personal competence-development

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**Business jungle**  
**Interdependent cooperation**



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## **Quality of tomorrow II.**

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- 3. Interdependent cooperation in the team**
- 4. Continuous team development for effective and efficient synergy**

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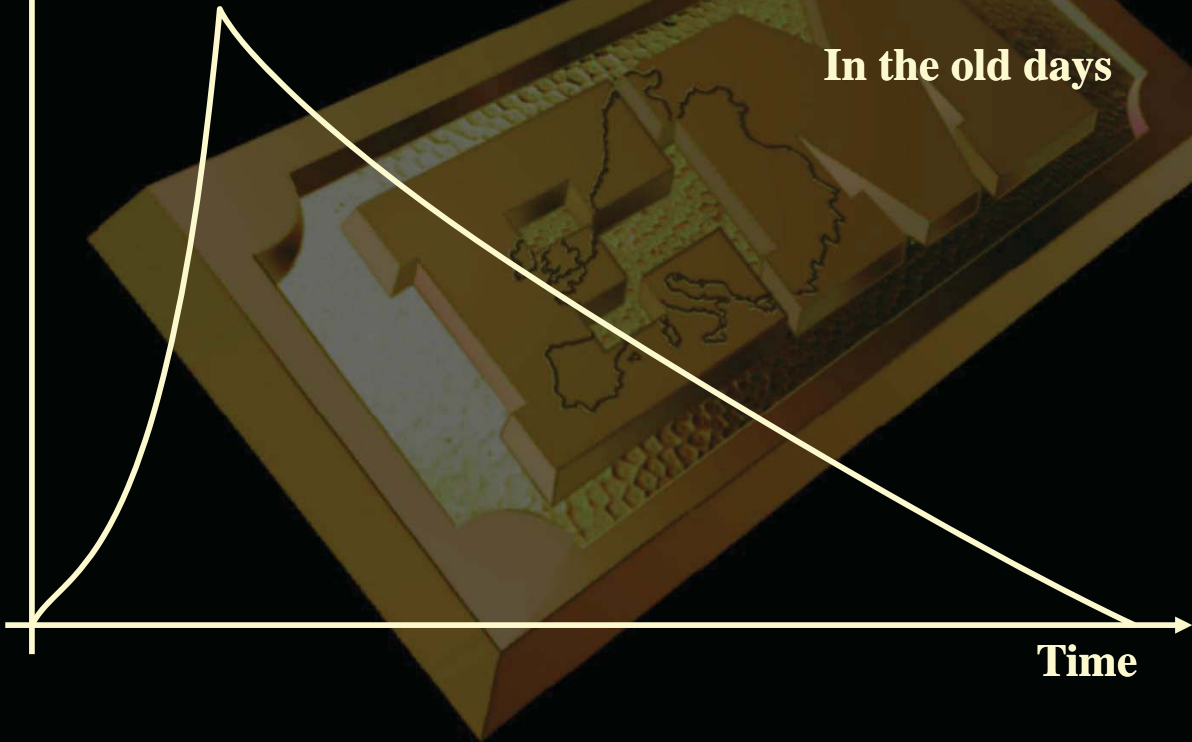
## **Quality of tomorrow III.**

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- 5. Paradigm – changing life-style, as a succesful answer for the environmental challenges and changes**
- 6. Recreation life-style for the renewing the mind and body during the free time**

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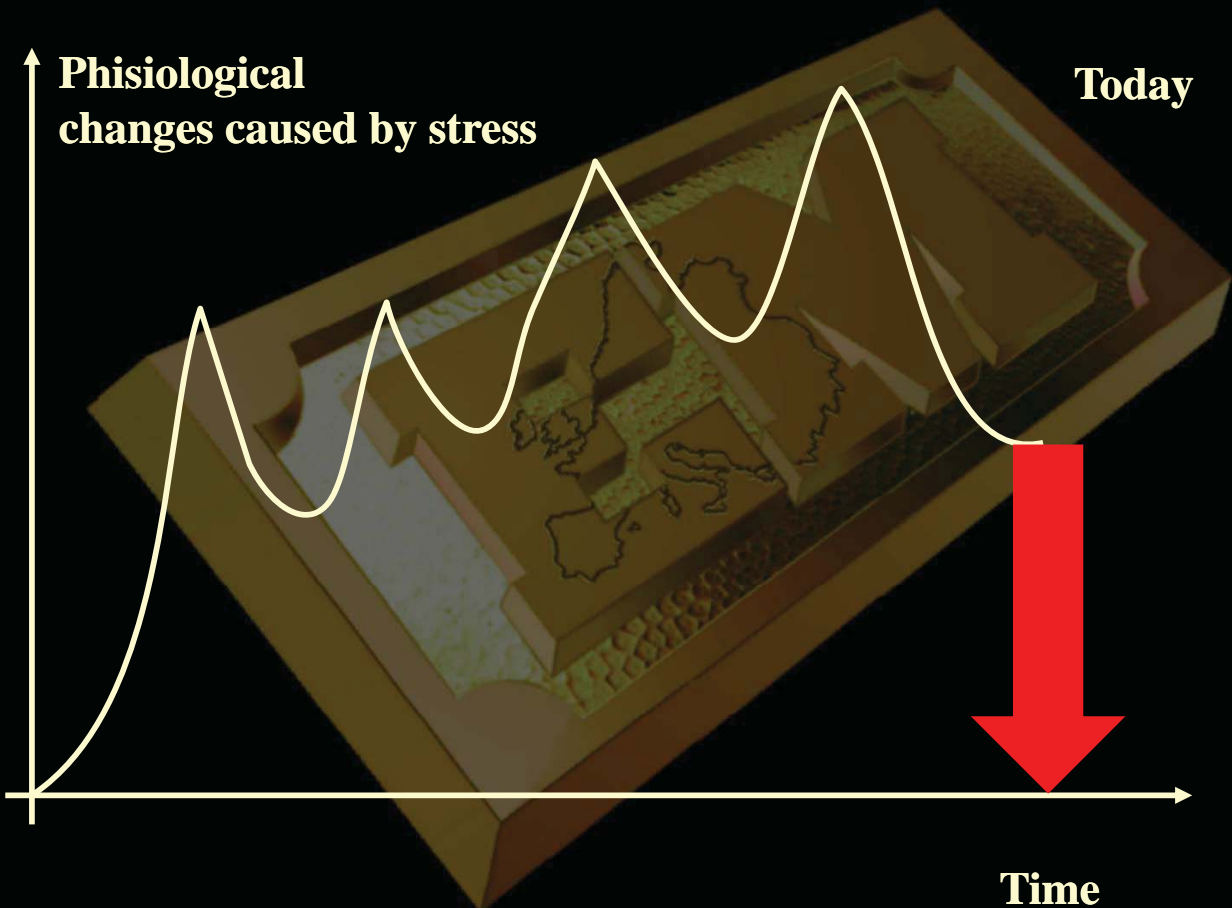
**Physiological  
changes caused by stress**



**In the old days**

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**Physiological  
changes caused by stress**



**Today**



**Time**

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## **Quality of tomorrow III.**

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**5. Paradigm changing life-style,  
as**

**Mind- and body reset  
every weekend!**

**6. Recreation life-style for the  
renew the mind and body  
during the free time**

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## **Quality of tomorrow IV.**

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**Effective, efficient and  
economical methods during our  
work**



**During our free time as well!**

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## **Quality of tomorrow IV.**

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**Effective, efficient and economical in the way we work**

**We work hard, and we must recreate hard (refresh ourselves)**

**During the process as well!**

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## **Life-style for quality-life**

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**Result-oriented and turbulent world of 21st Century forces us: to understand**

- ❖ **mind-, and body-refreshment**
- ❖ **valuable fellowships/partnerships**
- ❖ **valuable community/society**

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# Life-style for quality-life

Result-oriented and turbulent world of

21st C

The quality-life on the  
values of HUMAN.



❖ valuable relationships

❖ valuable community/society

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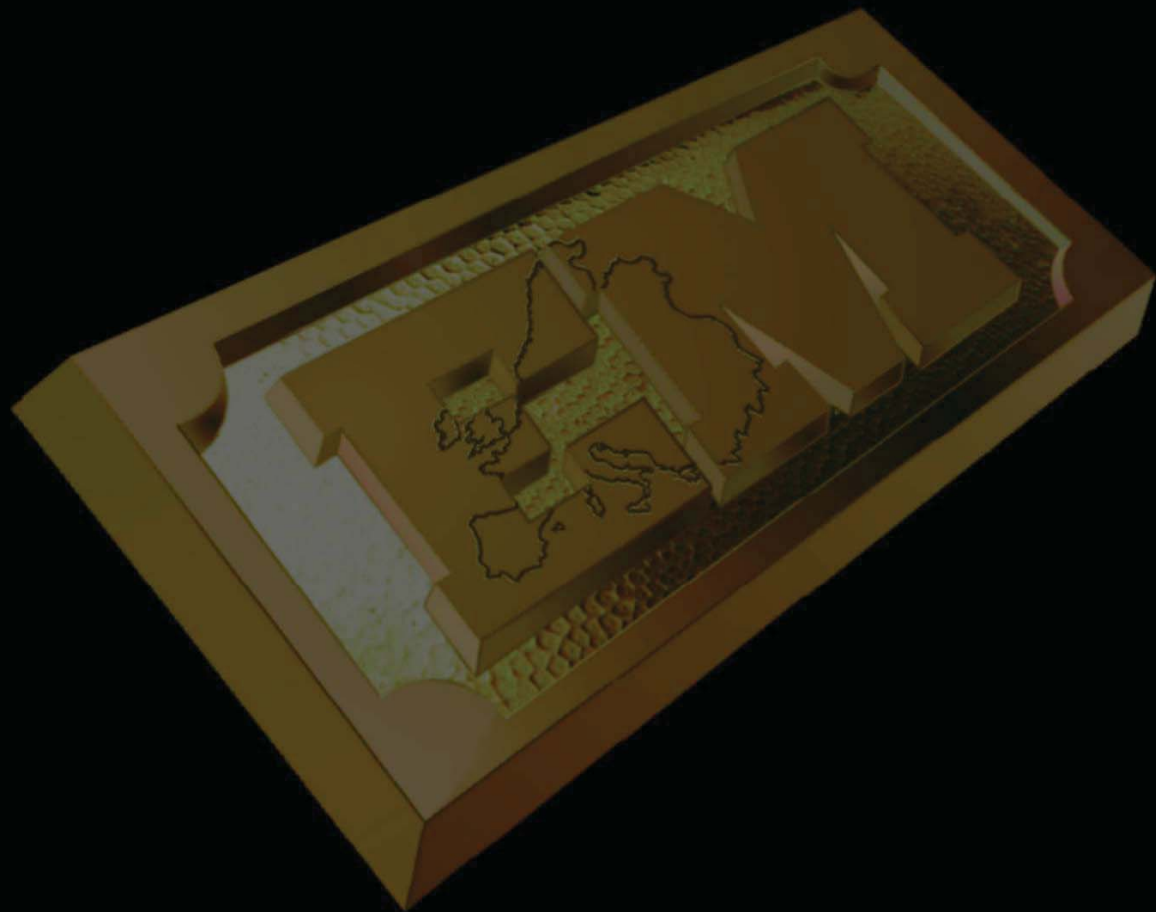


# Thanks for your attention!

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