



Bill Ellis

UAW Executive Program
Director & Co-Chair
National Quality Committee

QUALITY LEADERSHIP MESSAGE

PRINCIPLE 9:

THE CUSTOMER IS OUR SHARED CONCERN



John Roth

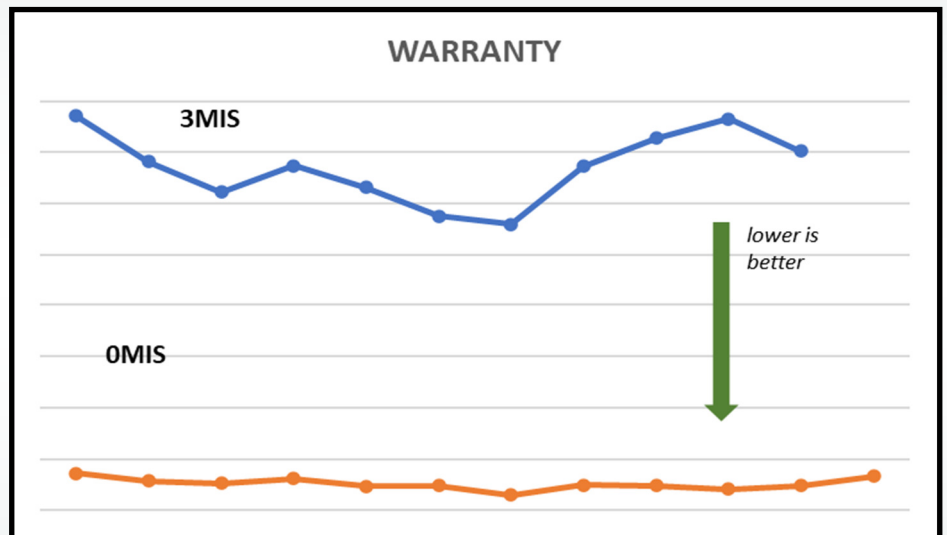
FORD Executive Program
Director & Co-Chair
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Ford is always striving to keep a competitive advantage. But we diminish our advantages when we disappoint customers on quality. We are making progress on quality, but there is much more work to do to improve.

For Quality, considering the customer in everything we do is everyone's personal responsibility. We all have a responsibility to drive issues **back to the base operation, ensure process adherence, demonstrate strict adherence to the Quality Operating System, & resolve issues . . .** all in an effort to improve **First Time Through (FTT) / Rolled Throughput Yield (RTY)** & ultimately impact the quality to our Customer as reflected in warranty (0 MIS / 3 MIS).

As we identify those areas where our roles directly/indirectly impact adherence to & effectiveness of procedures, processes, & standards to improve FTT & RTY . . . we will:

- **EXPOSE OPPORTUNITIES** to improve internal Quality
- **ELIMINATE WASTE** caused by internal Quality defects
- **VERIFY EFFECTIVENESS** of internal Quality improvement actions



What is Required of ME?

As an operator, know and understand how you are aligned to the 4 Key Elements of the Quality Operating System to drive In-Station-Process-Control (ISPC) at the base operations.

1 Information Flow

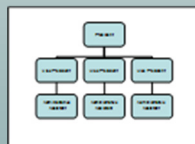
Know the internal and external metrics and where they are located.



2 Infrastructure

Proactively communicate and contain issues in-station . . . KNOW:

- **WHO TO NOTIFY?**
- **WHAT TO ASK?**



3 Time & Data Management

Use the RIGHT DATA, at the RIGHT TIME, at the RIGHT LEVEL, to make the RIGHT DECISIONS that will enable us to meet our objectives



4 Process & Tools

Adhere to standard processes and procedures and engage in problem solving techniques.

Be FOCUSED, and follow the Operator Instruction Sheet (OIS) for your operation.

