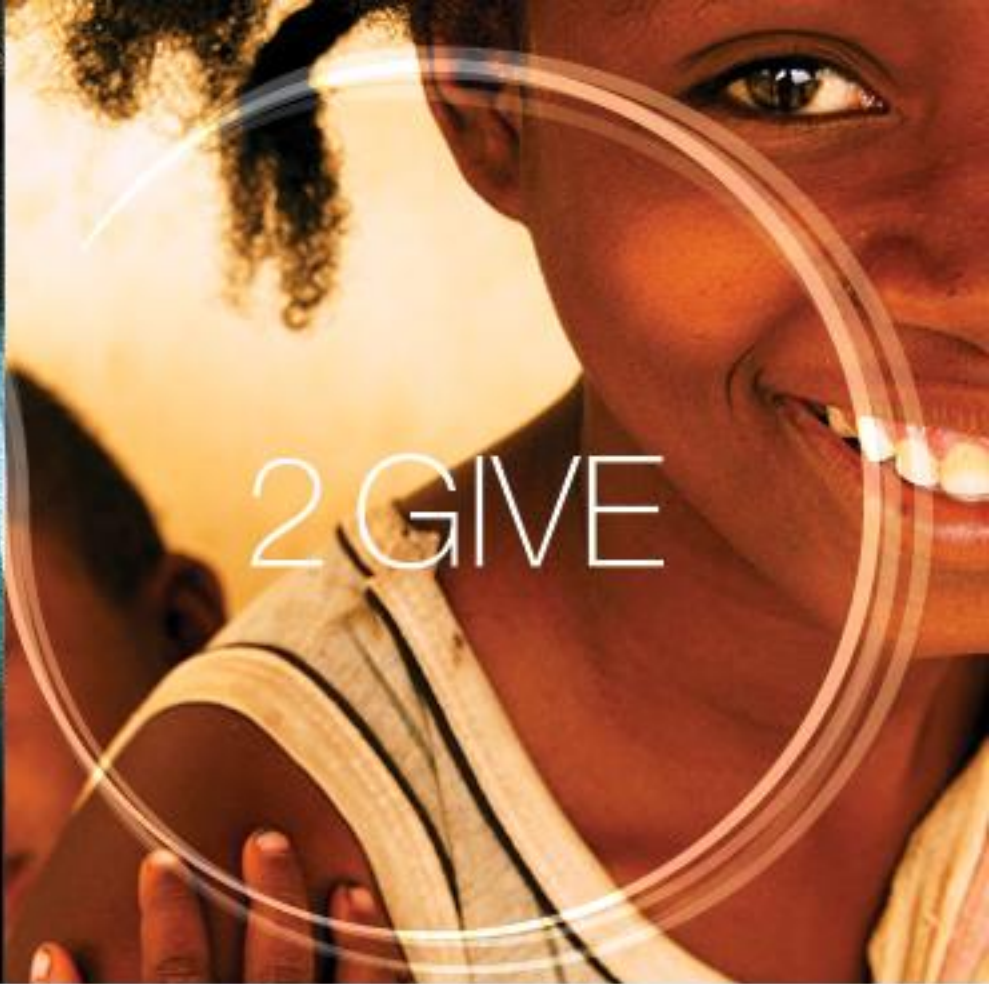




GETAWAY



2 GIVE

# Making Quality Habitual

ASQ Boulder Section

May 23, 2013



**G2G** COLLECTION

TRAVEL BEYOND THE DESTINATION

# Quote

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



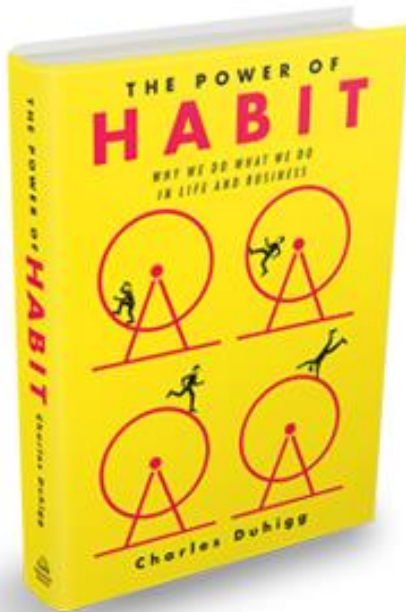
*We are what we repeatedly do.  
Excellence, then, is not an act, but a **habit**.*

Aristotle

# The Power of Habit

Charles Duhigg

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



# We're Often on "Autopilot"

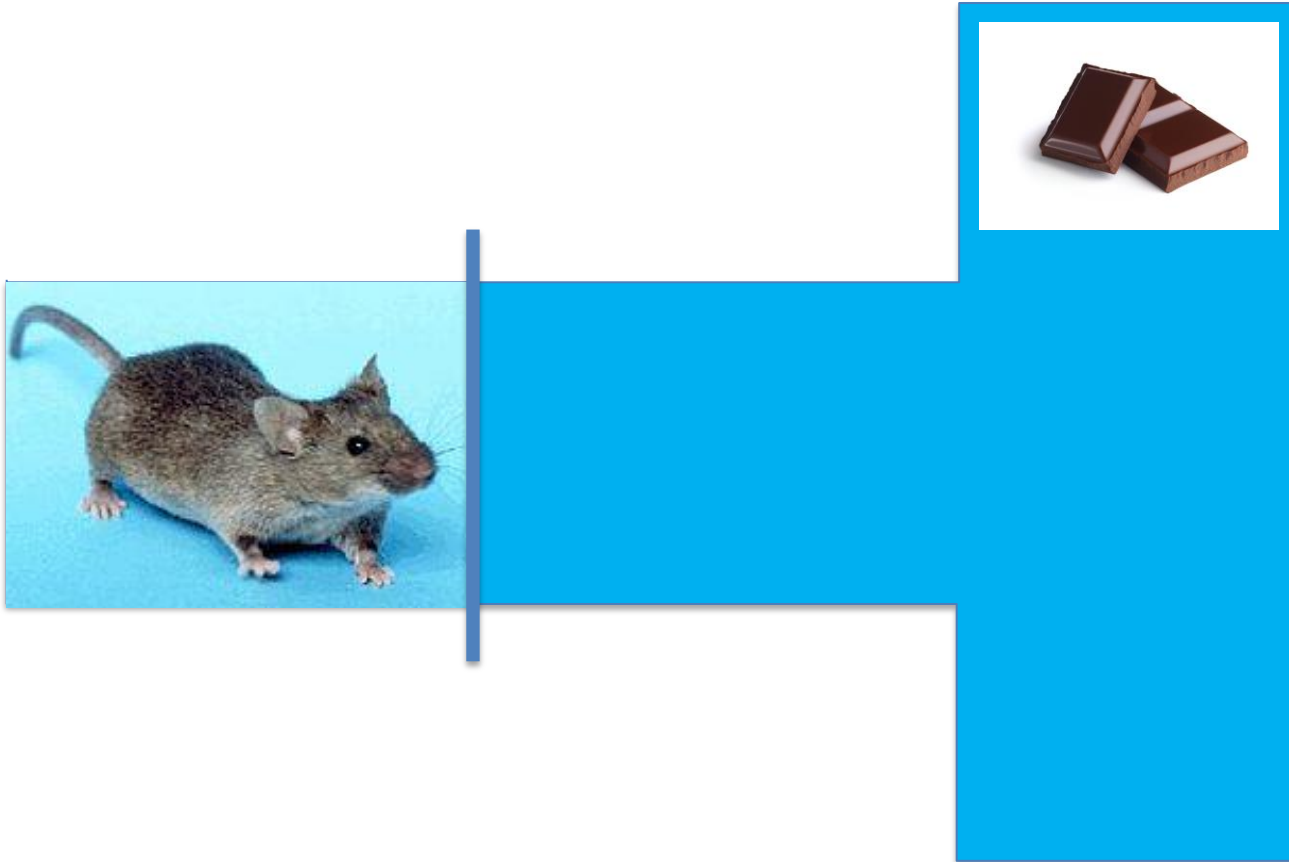


*More than **40%** of actions people perform each day aren't the result of conscious decisions, but are due to habits.*

Source: Verplanken B, and Wood, W. "Interventions to Break and Create Consumer Habits," *Journal of Public Policy and Marketing* 25, no. 1 (2006), 90-103

# The Physiology

  
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TRAVEL BEYOND THE DESTINATION

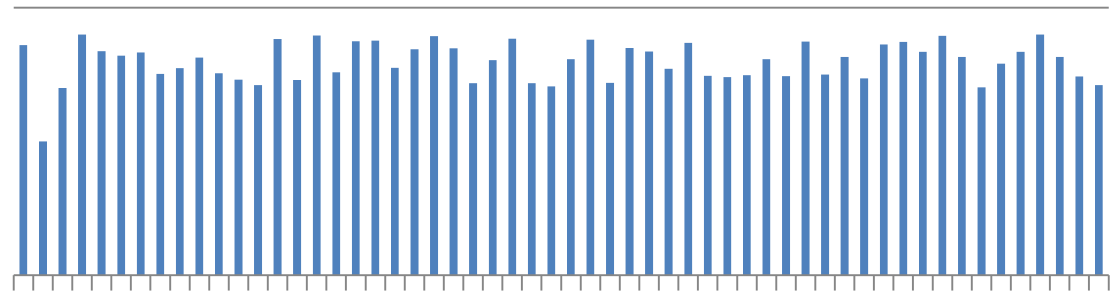


# The Physiology

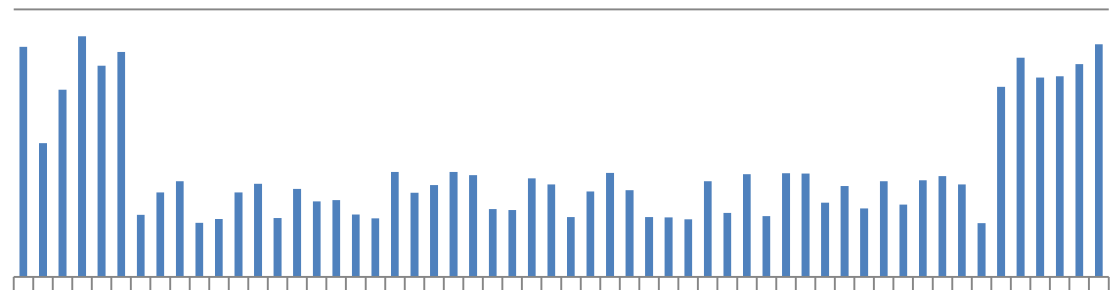
  
G2G COLLECTION  
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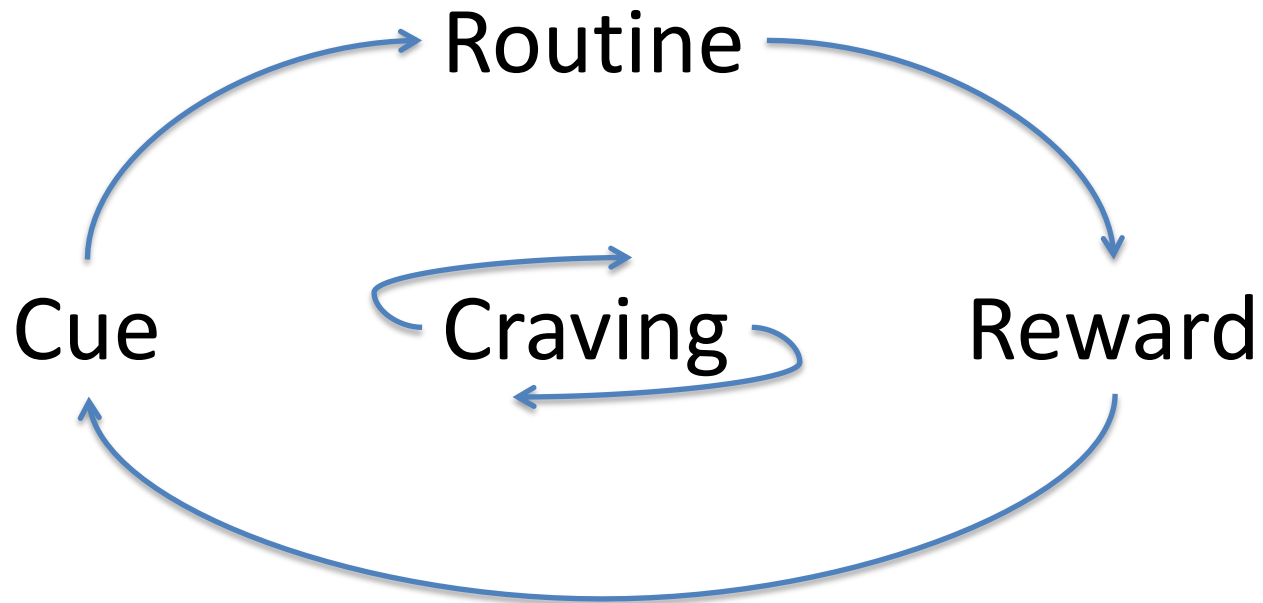
## Brain Activity First Time



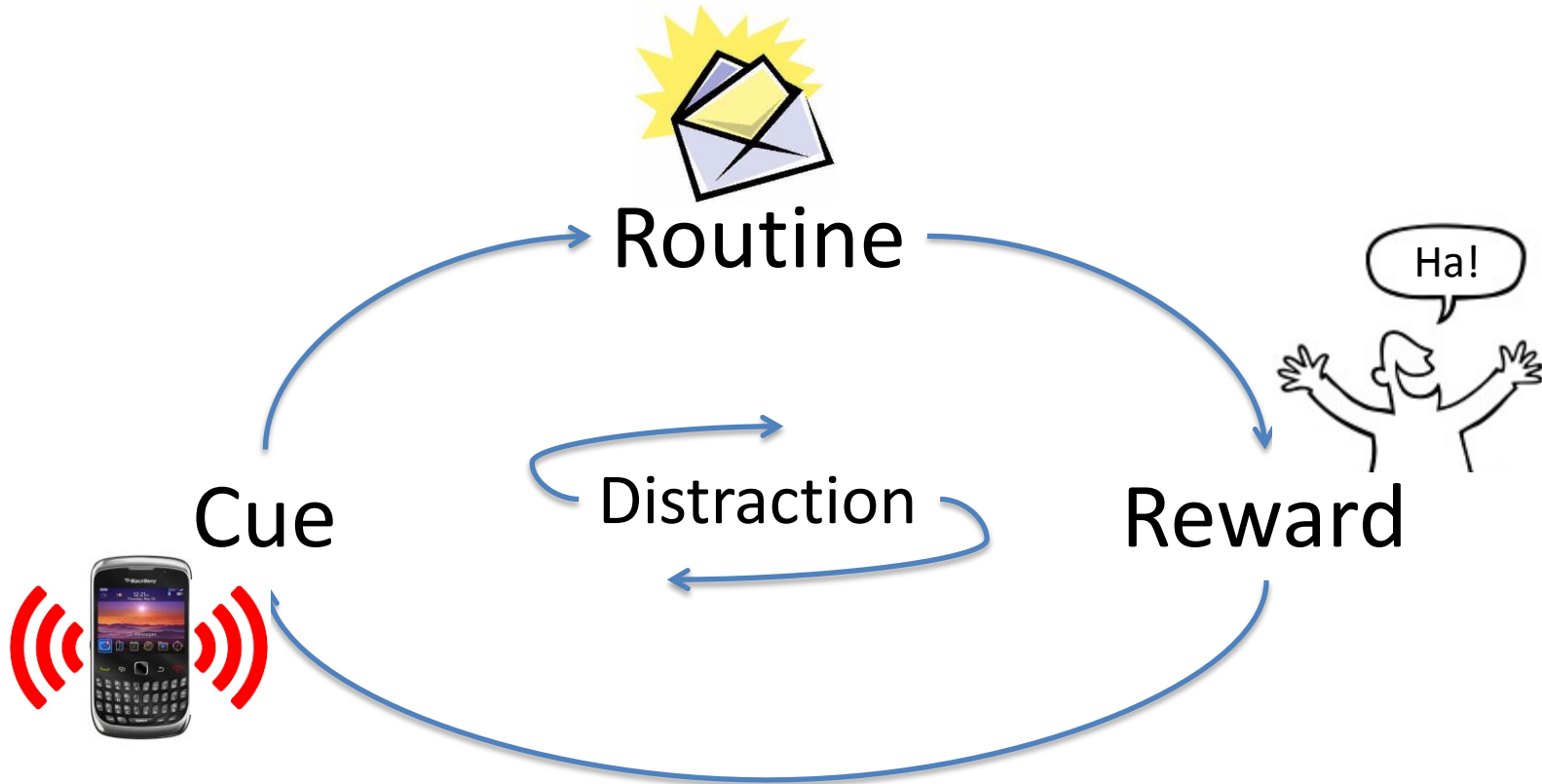
## Brain Activity After a Week



# Habits



# Example—Mobile Text/e-Mail



# Creating Habits

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



- Focus on small changes
- Understand the reward and the craving
- Create a routine
- Implement a consistent cue
- Repeat until it sticks
- Be patient

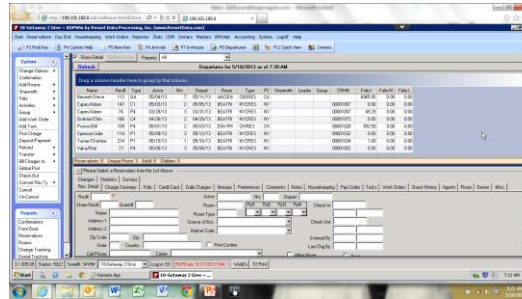
# G2G Collection Example



Issue: Inconsistent post-trip billing and collection of satisfaction surveys

Cause: No formal mechanism in place to ensure consistency

# Example— Check-Out Review



Cue

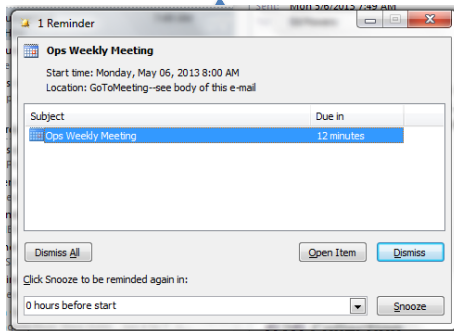
Routine

Reward

*Do a Good Job;  
Please the Boss*



*"Atta girl!"*

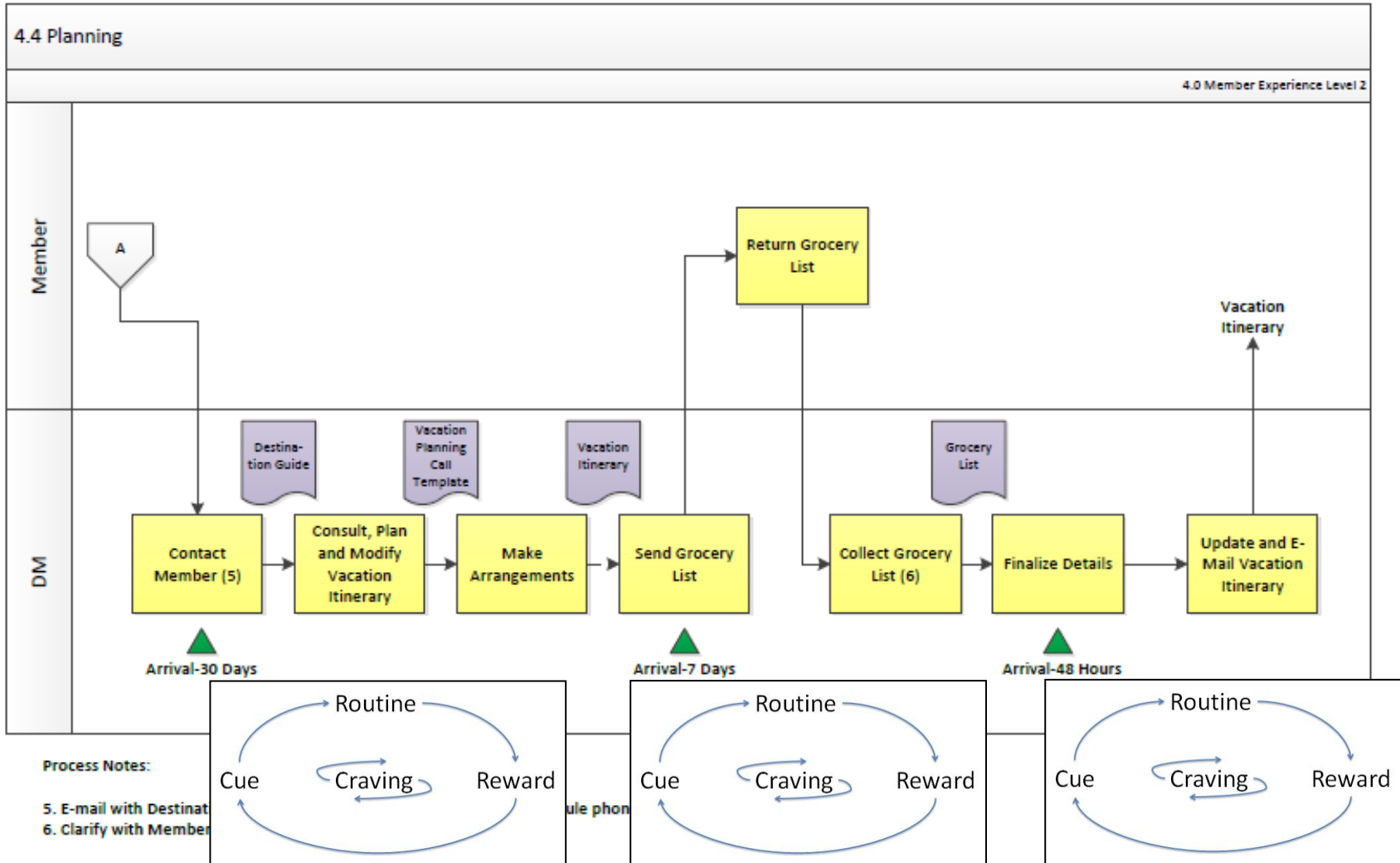


# Forming Complex Habits

  
**G2G** COLLECTION  
TRAVEL BEYOND THE DESTINATION



# Making the Complex Simply a Matter of Habit



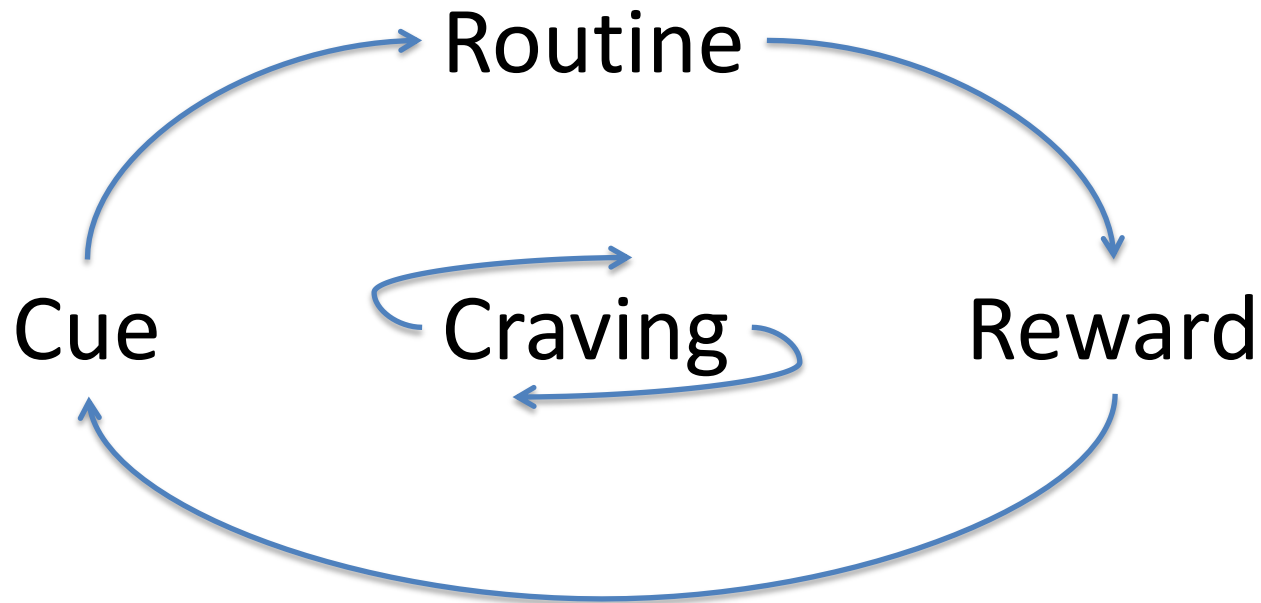
# Forming Complex Habits

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



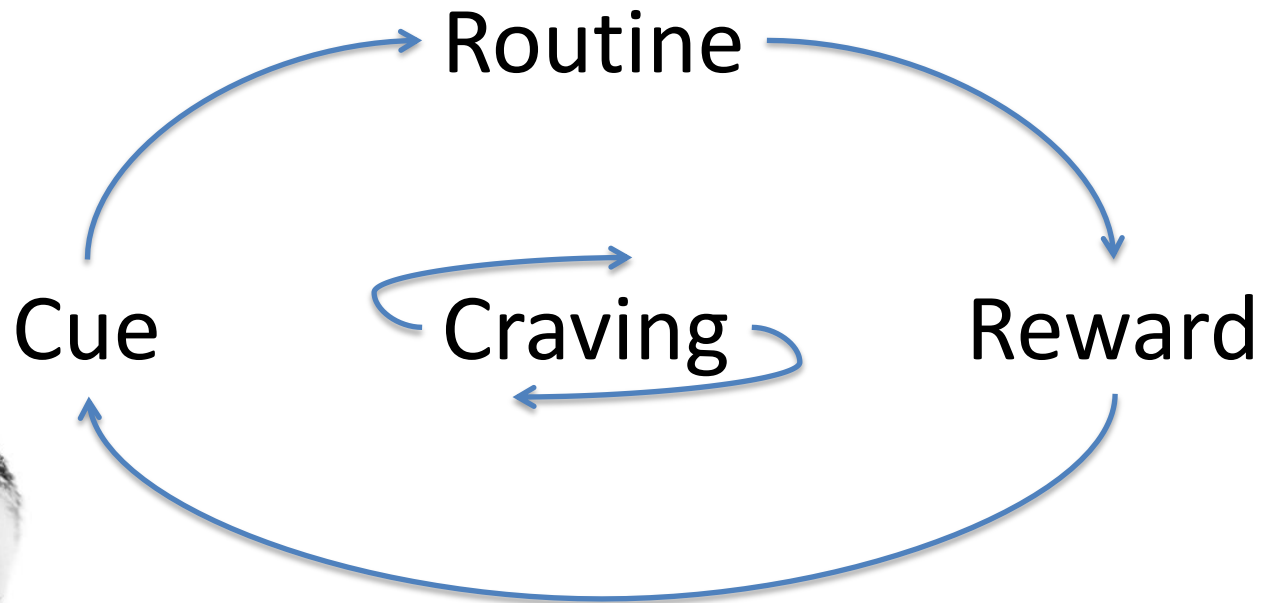
# Changing Bad Habits

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



# Changing Bad Habits

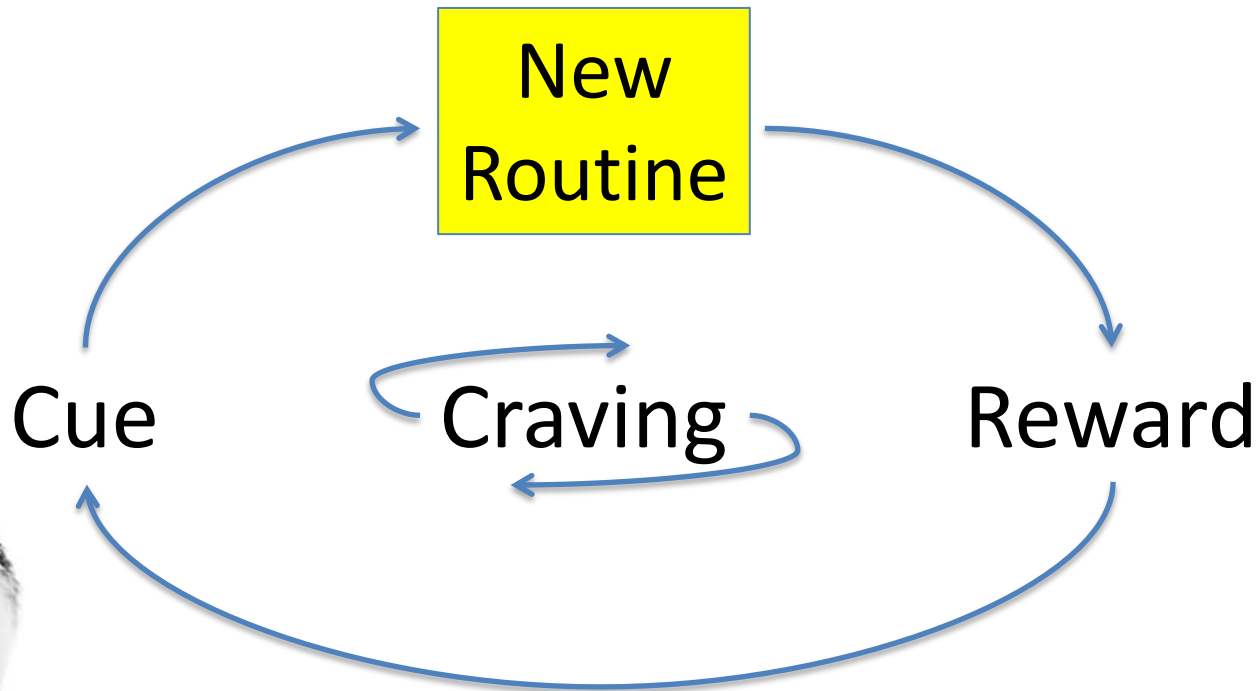
  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



Source: Duhigg, C. *The Power of Habit: Why We Do What We Do in Life and Business*

# Changing Bad Habits

  
G2G COLLECTION  
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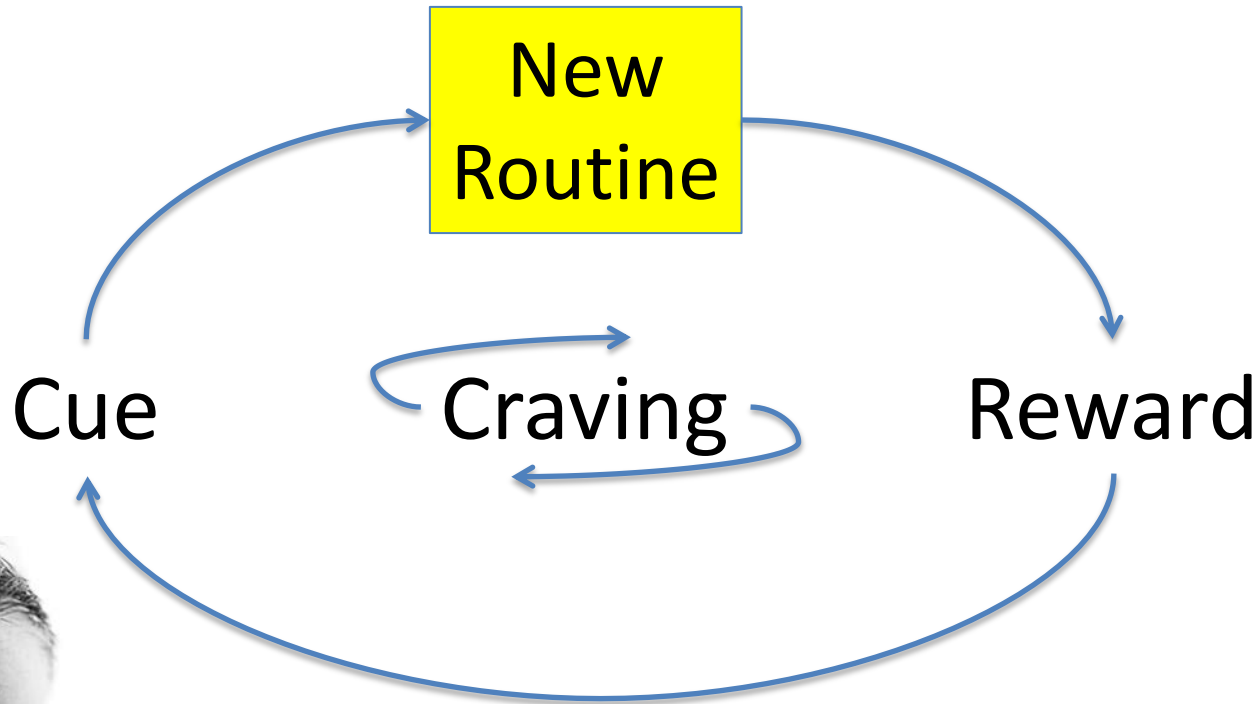
# Changing Bad Habits

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



# Changing Bad Habits

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION

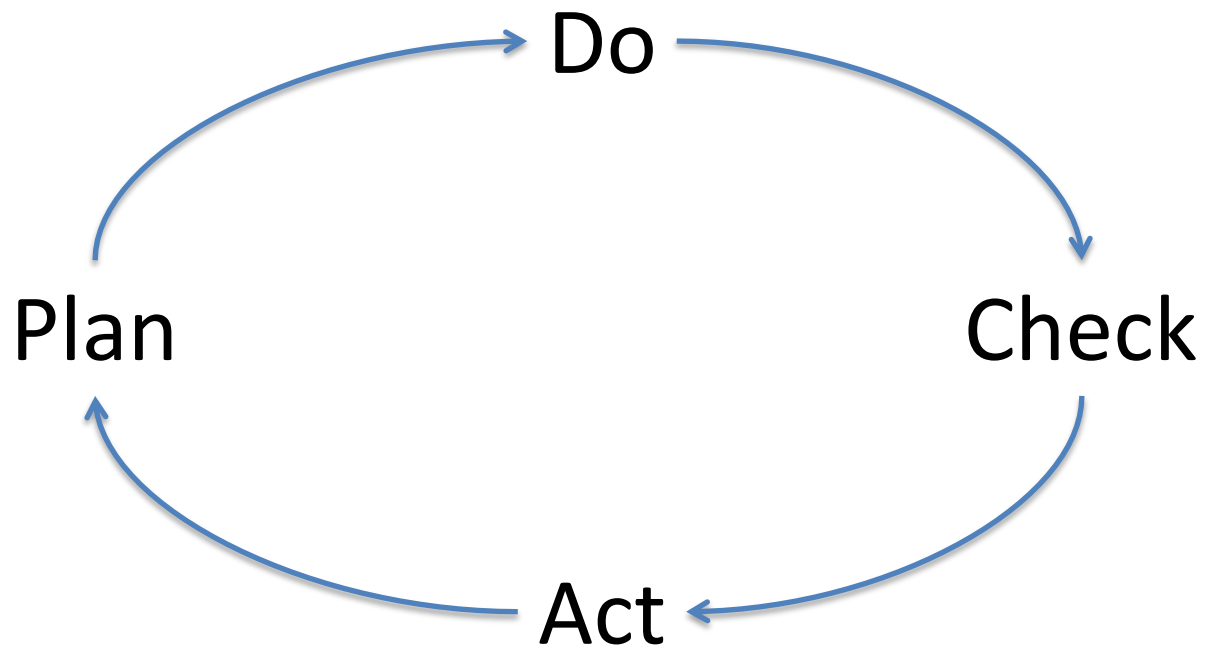


## Key Success Factors:

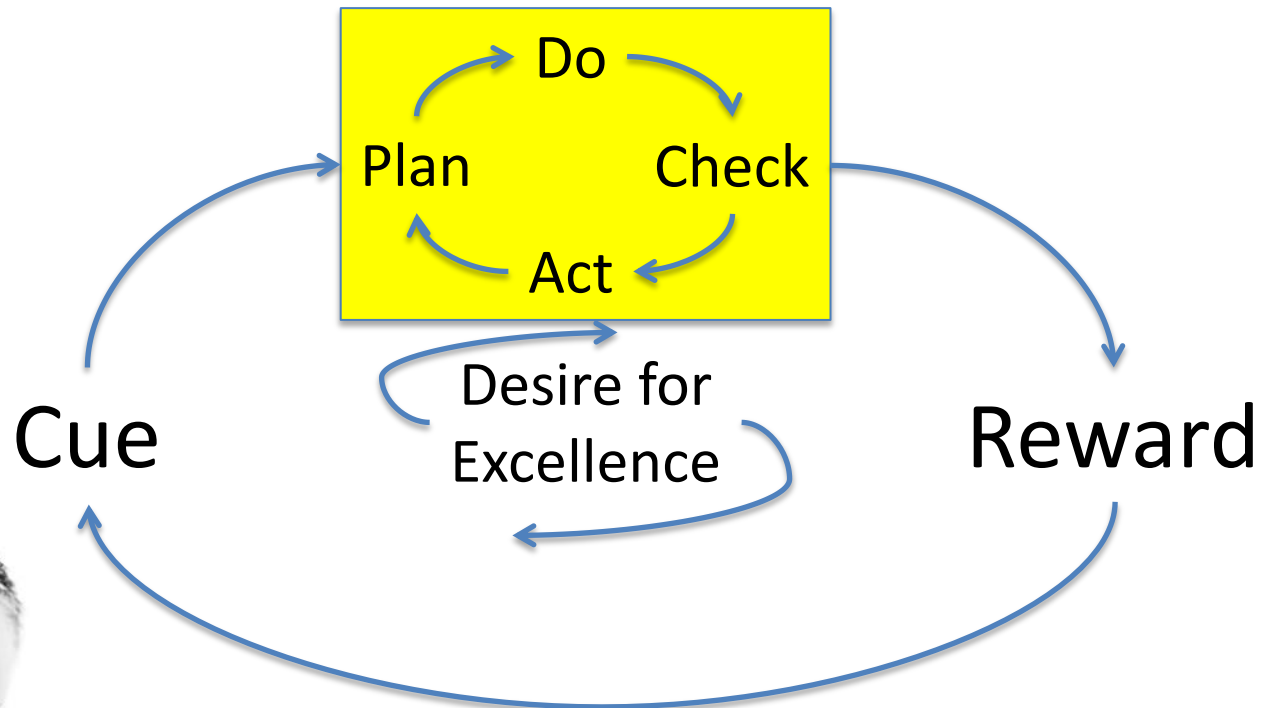
- BELIEF change will succeed
- SUPPORT from a community

# Quality Process

  
G2G COLLECTION  
TRAVEL BEYOND THE DESTINATION



# Quality Process



## Key Success Factors:

- BELIEF change will succeed
- SUPPORT from a community



# Rocky Mountain Performance Excellence

  
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TRAVEL BEYOND THE DESTINATION



<http://rmpex.org/get-involved>

# Examiner Benefits



**ROCKY MOUNTAIN PERFORMANCE EXCELLENCE**

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## Examiners

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- Team Lead Processes & Tools
- Judges
- Committees
- Committees Work Page

### What do Examiners do?

RMPEX examiners serve on teams that evaluate the management systems and results of an applicant. They receive training on the process for conducting this evaluation. They first conduct an independent review of the applicant's written application, then work with their team to reach consensus on the most important feedback for the applicant. They participate with their team in a site visit to verify and clarify their feedback and finally help to write a final report to the applicant.

Watch this video to learn more from experienced examiners....

**Baldridge Examiners: Outstanding People, Exceptional Results**

Why be a RMPEX Examiner?

- Learn to apply a system view of performance excellence in an organization gain exposure to the elements contained in world-class organizations.
- Network with people interested in performance excellence, building community and strengthening leadership.
- Help organizations in the Rocky Mountain region improve and excel, and gain eligibility for the prestigious Malcolm Baldrige National Quality Award.
- Contribute to your professional development, including analytical, writing, and leadership skills, and gain important and valuable volunteer experience for your resume.
- Be your organization's internal expert on performance excellence and learn to benchmark results with world-class organizations.
- Gain in-depth, practical knowledge of content and application of the Malcolm Baldrige Criteria for Performance Excellence, an open-source framework that has been field-tested in thousands of organizations worldwide for the past two decades.

**Examiner comments on their experience:**

"Serving as an Examiner for Rocky Mountain Performance Excellence is challenging and rewarding. For those who thrive on engaging analysis and problem solving, the Examiner experience satisfies immensely. I relish the opportunity to work closely with like-minded, solutions-oriented individuals to help organizations improve their performance."

[www.rmpex.org](http://www.rmpex.org)

- Learning
- Networking
- Giving back!

Contact Jim Walker,  
Award Program  
Director:  
[DrJimW@hotmail.com](mailto:DrJimW@hotmail.com)



# THANK YOU!

[Ed.Powers@G2GCollection.com](mailto:Ed.Powers@G2GCollection.com)

970-235-0078