



## THE AMERICAN SOCIETY FOR QUALITY (ASQ): TWEETING TO EXCELLENCE

By Quality Professionals in the ASQ Section 0711, Inland Empire, Riverside, California.  
Edited by Bob Krone, PhD, ASQ Fellow Member<sup>1</sup>

At the Riverside, California 17 June 2009 dinner meeting sixteen quality professionals wrote simultaneously their responses to the following Ideas Unlimited Survey Method target:

### **THE FUTURE: WHERE IS ASQ AWOL?**

- \* What Creativity is not being used?
- \* How can ASQ better capture member brainpower?
- \* What problems does ASQ bypass?
  
- \* How can we, 0711, improve ASQ's "Future Thinking"?
- \* If you had complete control of ASQ what would you change?

Their responses and subsequent e-mail additional inputs created this report.

**I WHERE EXCELLENCE IS NEEDED.** The half-century of ASQ's successes and grown has institutionalized the need for quality management, products and services in public and private organizations globally. But our membership is dropping while the need for quality continues to rise around the world. What is missing? Following are thoughts from Riverside California. The problems and needs are summarized in bullet format on page 2 to keep this report concise.

- Insufficient new ideas and concepts in our changing world.
- All ASQ levels need better communications and interactions.

---

<sup>1</sup> The following ASQ mebers participated in the ASQ Inland Empire Section -711's Ideas Unlimited Workshop on 17 June 2009 that created the majority of the data for this Report:

Ray Dodd, Paul Dougherty, Ken Eberwein, Sheryel Eberwein, Chet Franklin, Vern Goodwalt, Bob Krone, Alicia Menendez, John Schulz, Javier Tril and Tom Vu.

- Quality professionals have the know-how: Capture their brainpower.
- U.S.Government using too few Quality Methods and Tools.
- Quality's bottom line value needs pushing.
- Better and faster publication of quality work.
- Cheaper or free membership and training for members.
- Better ASQ Public Relations and Marketing: Media, Business, Government, Non-Profits, Communities, International.
- Better futures analysis.
- Different customer satisfaction & needs surveying.
- Need online certification.
- Need better external quality education for society.
- Lean knowledge to government: Local, State, and National.
- Speed up ASQ-wide decision making.
- Faster global analysis of lessons learned for benchmarking.
- Excite and motivate youth to Quality – High Schools, Jr. High Schools.
- Integrate music and the arts with Quality Programs.
- Better comparison of methods and tools of the pioneers with those continually being created.
- Declining ASQ membership; Reduced Division & Section Participation.
- Better quality emphasis external to ASQ.
- Better teaming and collaboration with other organizations, universities and colleges.
- Better achievements recognition of Quality Professionals.
- Better internal to ASQ Research for Development.
- Increased member involvement with less time commitment.
- Better ASQ member help to small businesses.
- Need to change “*Boring*” to “*Creative Fun and Excitement*”.

## **II SUMMARY COMMENTS AND RECOMMENDATIONS**

The purpose of this report is to stimulate new thinking within ASQ. We are all proud of the accomplishments of Quality Sciences, Quality Management, Quality Education and Quality Control since the late 1940s. Most readers of this report will have spent their professional careers in that successful movement. By identifying challenges for the future we are not criticizing the past. The evidence is clear that without the Quality Movement, begun primarily by American scholars and consultants after World War II, the national and international businesses, governments, schools, hospitals and industries --and their economies -- would have been far different, and far worse, than they are today. Our purpose here is the fundamental goal of ASQ – Continual Improvement.

ACCELERATING IMPROVEMENT. Our bottom line conclusion from the knowledge we have within the Inland Empire Section 0711 and the data captured so far is that:

**THE PRIMARY ASQ NEED IS TO ACCELERATE THE CYCLE OF  
“THINKING TO RESEARCH TO ANALYSIS TO DECISION MAKING TO  
ACTION”**

That cycle describes the process of all quality methods and tools. We have all used it. Six Sigma projects follow it and Lean Six Sigma, Statistical Process Control, Surveying, Flow Charting, Cause and Effect, Mean Failure Analysis, Kaizen, Zero Defects and other diagnostic tools are all designed to do it better, faster and cheaper. But policymaking follows Yehezkel Dror’s “*First Dror Law*” which he published in 1971 and states:

*“While the difficulties and dangers of problems tend to increase at  
A geometric rate, the number of persons qualified to deal with  
Those problems tends to increase at an arithmetic rate”<sup>i</sup>*

And also his “*Second Dror Law*” stating:

*“While human capacities to shape the environment, society, and human  
Beings are rapidly increasing, policymaking capabilities to use those  
capabilities remain the same.”<sup>ii</sup>*

As we survey the past four decades we must conclude that *Dror’s First and Second Laws* have remained essentially valid.

There are other laws that apply. *Moore’s Law* has accurately predicted the doubling of computer process speed and memory every two years for the past fifty years.<sup>iii</sup> And Ross Ashby’s *Law of Requisite Variety* states; “*Only variety can master variety reducing disturbances and promoting harmonious order.*”<sup>iv</sup> Those two laws account for the system complexities in our society and provide rationale for why the Dror Laws remain valid. Complexity and variety are advancing much faster than human capability to master variety. Ashby’s Law used cybernetics for illustrations, but has both mechanical and biological validation. Bob Krone’s USAF F-105D jet fighter autopilot mastered every environmental variety so well that he could fly with it engaged in close formation to other jets. But society’s complexities exceed those of an airplane in its airspace environment.

This is the environment ASQ works in today. There is no prediction today for future variety stabilizing. *Moore’s Law* continues and is creating exciting new

technologies like Nanotechnology. International and national needs grow in size and complexity as globalization continues. ASQ is one of the world's professional organizations poised for the next major quality advance.

## THE LAW OF ACCELERATION

Newton's Second Law states: *"When a body is acted on by a force, its resulting change in momentum takes place in the direction in which the force is applied, is proportional to the force causing it, and inversely proportional to its mass."* Thinking within the MENSA Society, composed of High IQ men and women, is advancing Newton's Law into the more complex arenas of policymaking for social innovation and civilization building. A leader of that movement is Dr. Richard Kirby, the President of the new Kepler Space University (<http://keplerspaceuniversity.com>). He has applied the Law of Acceleration to his own scholarly work for decades and it was responsible for building a new university in six months. Here is the way Dr. Kirby defines Acceleration:

*"The mathematic science of acceleration is poised for explosive growth in the international culture of mathematical sciences and technologies and their derivative uses in government. The reason for this is a confluence of many factors by those who have interest and an active presence in science, technology and research in the following fields: Mathematical Science, Research, Education, Policy Sciences, Sociology of Mathematics, Philosophy of Mathematics, Quantum Mathematics, Emergency Response Sciences, Military Science, Medical Science, and Financial Science.*

*The basic theory of acceleration is imbedded in familiar arithmetic, to a point in algebra, in geometry and in the so called higher mathematics of analysis - calculus. Also in levels beyond them including stretching the limits of the philosophy of mathematics to understand what acceleration is. For Those who don't work professionally in the field of mathematical sciences there is the strong tendency to assume that the field of mathematical sciences is rather like the Bible... when it's said, it's said. But that isn't anywhere near the case in the general theory of acceleration as we hypothesize it. The phrase Mathematical Unity is more relevant than Mathematical Science. Acceleration is human beings pursuing human goals not as platonic objects but with moral passion, active intelligence and, we hope, curiosity.. From the Greek history of mathematics, from the Arabic history of mathematics, from geometric, from relativity theory and quantum theory we begin to see that the Theory of Acceleration, that is to say of speed in search of greater speed, always moves toward the limits of the function of instantaneousness. This, in fact, is the goal of emergency response, ambulance drivers, and paramedics, where one more second, one more heartbeat will save a life.*

*But in the new understanding of the sociology of mathematics we see no reason why our technology should not move toward the limit of instantaneousness including bi-locational effects. We see, even more importantly, no reason why the*

*political will of those who govern emergency response should not level at the goal of what can accelerate be accelerated. Limits to the function of acceleration, that is to say velocity of acceleration, are not so much the speed of light as of the speed of thought and the capacity for flexibility of our thinking. The question of How fast someone can go has long since ceased to be encapsulated by the theory of relativity and its opposition to the idea of traveling faster than light. Relativity has been called the last of the classical physics. The new mathematics of acceleration is accelerating into our hands as we speak"*

**Richard Kirby, Ph.D., President, Kepler Space University.**

Dr. Kirby is using his MENSA contacts and others to create an American Genius Program for the U. S. Government. It's goal is to increase scientific knowledge on social and financial innovation by "*Defrosting Frozen Wisdom*" for U.S. Government Departments. He has offered help to ASQ with the same goal. We recommend contact by leadership at ASQ Headquarters and Regions with Dr. Kirby ([keplerspaceu.edu@gmail.com](mailto:keplerspaceu.edu@gmail.com)).

Now for the "ASQ *Tweeting*" title. The Business and Management literature, and our experiences, put two variables at the top of any problems list for any organization. They are COMMUNICATIONS and DECISION MAKING. Surveys have placed those two areas consistently in the "Need Improvement" category. There are good reasons for that linked to the Dror Laws, Ross Ashby's Law and Moore's Law, discussed above. But the latest paradigm shift on communications is the emergence of Social Software and, particularly, Twitter. Twitter is accelerating communications globally and facilitating political, military, social and economic changes at an exponential rate.

We, in the Inland Empire Section 0711 accepted the 20 July 2009 offer of Bob Frantz, CEO and Vice President for Distance Learning for the Kepler Space University, to launch us on Twitter. He is doing this voluntarily and we have made him an "*Honorary Member of Section 0711.*" He has also offered to help ASQ with Distance Learning. By the end of August 2009, we will be comfortable enough with Twitter to ask any ASQ member, anywhere, to drop into <http://twitter.com/asq711> and start Tweeting with us.

What will be the asq711 Twitter subjects? You are all aware of Twitter's impact on huge national and international events. Millions are now Tweeting daily on every imaginable subject with 140 character Tweets conveying concise communications that can also attach or link to more detailed information. Our use will be for the acceleration of quality improvements globally.

Just one example linked to the workshop that created this report. The Ideas Unlimited Group Survey Method is a top qualitative data gathering tool that has

83 years validation.<sup>v</sup> We have used it for Inland Empire projects for twenty years (check [www.asq711.org](http://www.asq711.org)). “Targeting” solicits data inputs from a focus group. Our target for this project was: **THE FUTURE: WHERE IS ASQ AWOL?** With Twitter we could Tweet that target to 100,000 ASQ members who could login to Twitter this year. Their responses, through Tweets, could be done in seconds using less than 140 characters. That will continually accelerate the capability to capture the brainpower within ASQ as **members** come aboard and to speed up the analysis cycle.

Tweeting is also: 1) Driving Twitter subscribers to blogs which in turn result in learning communities using social software like LinkedIn; 2) Speeding up environmental scanning for competitive advantage, like Jeff Bezos does at Amazon.com. Public and private leadership will soon be creating incentive pay for employees who can improve performance through acceleration. Defrosting frozen wisdom and brainpower through acceleration tools will drive the next paradigm shifts in quality.

**IN SUMMARY.** We believe the problems and needs listed on page 2 are shared throughout the Society. We are suggesting that **ACCELERATION FROM NEEDS TO ACTION** will become as significant as **CONTINUAL IMPROVEMENT** for quality professionals. And with this report we have kicked off one way to do that through:

**“ASQ TWEETING TO EXCELLENCE.”**

---

<sup>i</sup> Yehezkel Dror, 1971. *Ventures in Policy Sciences: Concepts and Applications*, American Elsevier,

New York, p. 65.

<sup>ii</sup> Ibid. p. 11.

<sup>iii</sup> Gordon E. Moore, Intel Co-Founder. See [http://en.wikipedia.org/wiki/Moore's\\_law](http://en.wikipedia.org/wiki/Moore's_law)

<sup>iv</sup> Ross Ashby, 1956, Cybernetics. See <http://www.panarchy.org/ashby/variety.1956.html>

<sup>v</sup> See Dr. Bob and Sue Krone, 2007, *Ideas Unlimited: Capturing Global Brainpower*, Infinity Press,

Amazon.com.

**Members of ASQ Inland Empire Section 0711 ([www.asq711.org](http://www.asq711.org))**

**END**