

# Invitation from ASQ Detroit & Ann Arbor Sections & Automotive Division September 14, 2021 Virtual Meeting

DATE:

Tuesday,  
September 14, 2021

This is a virtual/online WebEx meeting. Log-in information will be provided on the registration confirmation email.

Time:

3:00 PM – 4:30 PM PDT  
(check website to confirm time)

**Cost: Free for ASQ members and non-members**

To register for this online/virtual meeting, click [here](#).

**Attendance at this meeting earns 0.5 RUs toward ASQ recertification.**

NOTE: Be sure to use the same email address to join the meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more about the Detroit Section, click [here](#). For more information about the Ann Arbor ASQ Section, click [here](#). For more about the ASQ Automotive Division, click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/)

## Quality Impact by People Power



### Subir Chowdhury

Author, Speaker, Recipient of ASQ's first Philip Crosby Medal

If you saw a toothpick on the floor, what would you do?

This seemingly innocuous question was posed to Subir Chowdhury by one of his longtime clients, and ultimately led him to a profound realization: good enough is not enough. The best processes in the world won't work without developing the kind of mindset — a caring mindset — that is needed to achieve real and sustainable change in both organizations and individuals.

This talk will be based on Subir's global bestselling latest book, *The Difference*, in which he tackles an issue that has haunted him in interactions with many of the world's largest organizations: Why is it that some improve only incrementally, while others improve 50 times that? The ideas and training are exactly the same. What is the difference?

The difference is the ability to nurture the skills, loyalty and passion of the people who make up an organization. It is a culture built on straightforwardness, thoughtfulness, accountability and resolve.

Organizations and individuals that embrace all of these "STAR" attributes—not just one or two of them—will shine. Having a caring mindset outside of work is integral to both personal and professional success.

*About the speaker: Subir Chowdhury has been a pioneer in championing the Quality movement across the globe through his thought-provoking ideas, unique methods, pedagogy and passion. Subir is the author of 15 books, including several international bestsellers. He is an honorary member of the World Innovation Foundation and has been inducted into the Engineering, Science and Technology Hall of Fame and honored by the Automotive Hall of Fame. Subir is a recipient of the Society of Manufacturing Engineers' Gold Medal, the Society of Automotive Engineers' Henry Ford II Distinguished Award for Excellence in Automotive Engineering, and the American Society of Quality's first Philip Crosby Medal for authoring the most influential book on quality.*