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## **When**

August 17th from 11am-12pm EDT

## **Topic**

Engineering Leadership: The Call for a Second Quality Revolution

## **Speaker**

Dr. Larry Kennedy

## **Abstract**

Quality Management is called out as a key element of systems engineering, but is often not given as much attention as other areas.

As a system of thought, Quality Management (QM) provides much more than a rationale to audit things, fix the bugs and get to a “deliverable.” It provides language, methods and systems for focusing on the customer’s needs and expectations (even if not explicitly stated), creating the supporting processes and organizing the people to keep the promises we have made. Quality Management is “agile” and responsive to “UURVE” conditions thus reducing the sometimes oppressive burdens of corporate citizenship. It

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is especially helpful in providing a common language to bridge the gaps between engineering, IT and the C-Suite.

QM, in its orthodoxy, provides values-based and facts-driven solutions to a variety of issues affecting the design and production processes. But engineering managers must now be capable of functioning as effectively in team-building and values-based discussions as they are in task delegation and production management. "Human factors integration" is no longer limited to solving the problems of people interacting with machines. It has become the "code word" for resolving the vulnerabilities of a workforce with deficits in education, experience and work-ethic.

This energizing presentation takes us "back to the future" with insights gleaned from high-quality efforts like the space program, and brought forward into current workplace challenges. It will highlight the key elements of an effective leadership and management style and light the path for those who aspire to engineering leadership. Topics will include:

- Current Workplace Values and People Problems
- Systemic Thinking and the Values-Based, Facts-Driven Solution
- Customer-focused Risk Management

## Biography

Dr. Larry Kennedy is the Founder and C.E.O. of the Quality Management Institute. With over thirty years of Quality Management (QM) experience in aerospace, business, and as a management consultant and trainer, Dr. Kennedy has a broad perspective on management and leadership, process improvement and the development of public and private collaborations. His scientific background honed his practical expertise in systems analysis while his later experiences as a manager and business owner broadened his understanding of process management principles. He was also mentored by Phillip Crosby, the world-renowned QM author and executive.



Dr. Larry  
Kennedy

Larry's practical approach to QM leadership empowers the traditional goals of improving products and services and he has unique insights for evaluating and solving the causes of "people problems." His emphasis on values-based, facts-driven "systems thinking" and his ability to update and integrate QM orthodoxy into our current culture as a system of thought provides much more than a rationale to audit things, fix the bugs and get to a "deliverable."

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<http://www.incose.org/certification/CertFAQs>

Regards,

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