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TOTAL QUALITY MANAGEMENT DOES NOT HAPPEN BY MAGIC
BUT IT CAN BE TAUGHT USING A PEDAGOGICAL METHODOLOGY
THAT UTILIZES MAGIC

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This workshop is intended for all trainers involved with Total Quality Management (TQM) training. The basic differences between a good workshop and an excellent workshop is the dynamism of the trainer and exciting training materials. Thus as management trainers, we should have an equal concern be the quality of our training. This workshop is designed to introduce the TQM trainer to a novel and unique training technique that can be easily customized to enhance any TQM training environment. Quality has been defined as being "fit for the purpose" thus the purpose of this workshop is to help you ensure that your Total Quality Management training workshops are fit for their purpose.

In addition, this workshop will demonstrate that a Total Quality Management philosophy does not happen magically. It takes a massive amount of dedication and commitment from top management. It takes a large amount of resources for product, process, and personnel reorientation. And equally as important it takes patience. Total Quality Management (TQM) will not just appear as instantaneously as David Copperfield.

However, many of the basic tenants of TQM can be taught with experiential exercises that include a touch of magic. The old proverb that "a lesson taught with an entertaining facet is a lesson retained is still alive and well.

Thus this workshop, in addition to being very audience interactive, will offer a flare of the mystique. This combination of audience interaction and mystique will enable the attendees to greatly enhance their effectiveness when they return to their TQM classes or training seminars.

The workshop will open with a discussion on how to use highly interactive experiential and magic exercises while maintaining an effective learning environment. This will be followed by experiential exercises that demonstrate what happens when individual goals differ from team goals.

Then a host of TQM issues including empowerment, effective team building, improving communication, enhancing problem solving skills, unfreezing creativity, effective leadership styles, and Statistical Process Control techniques will be addressed using magical exercises and demonstrations.

All of these techniques have been tested many times over in actual TQM college classes and TQM training workshops conducted by the author. The response received over the past few years to this approach has generated excellent evaluations. Also, the author will demonstrate in the workshop that an instructor or trainer does not have to be an accomplished magician to make this novel form of pedagogy effective.