

Developments In Business Simulation & Experiential Exercises, Volume 19, 1992

REINFORCING THE TOTAL QUALITY ENVIRONMENT VIA SIMULATION

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Executive Perspectives

John and Beth will discuss their experience using competitive, computer-based business simulations to reinforce clients' total quality initiatives. Specifically, they will describe how Executive Perspectives has created simulated business environments for managers to practice and improve their use of total quality management tools. John and Beth will focus their comments on their work with Xerox Corporation and Texas Instruments, particularly in the area of integrating leadership skills development with total quality skills development. Beginning with course objectives, they will walk you through the simulation creation process, from design and development to delivery and results evaluation.

COMPANY PROFILE

Executive Perspectives has a single, very straightforward business objective: to provide every client with the most valuable educational experience possible by providing the best computer-based business simulations available. The company develops and delivers simulations used to teach strategic planning, team building, sales force training, and market/customer focus, as well as total quality management. Executive Perspectives maintains ongoing relationships with a number of companies, including IBM, Xerox, AT&T, Texas Instruments, GTE, United Technologies, The New York Stock Exchange, and Coca-Cola.

The members of Executive Perspectives come from a variety of business experiences including line management, strategy consulting, marketing and sales, project management, econometrics, and small business operations. They recognize that every client faces unique business challenges, and they enjoy working with their clients to provide maximum insight in meeting those challenges.

PERSONAL DESCRIPTION

John Wells is a principal at Executive Perspectives and leads the firm's total quality management practice. He works closely with U.S. and European corporations designing and delivering simulation experiences for executives and managers. Prior to joining Executive Perspectives seven years ago, John worked with the strategy-consulting firm of Bain & Company. He received his MBA from the Amos Tuck School at Dartmouth and his BA from Vanderbilt University. John has been an adjunct faculty member of the International Management Institute/International Institute for Management Development since 1986.

Elizabeth White is a senior associate at Executive Perspectives and heads the firm's business development group. Beth also designs and delivers simulation experiences for senior and middle managers in high-technology industries. Prior to joining Executive Perspectives, Beth was in sales and marketing at AT&T and PepsiCo. She received her MBA from Harvard Business School and her BA from Miami University.