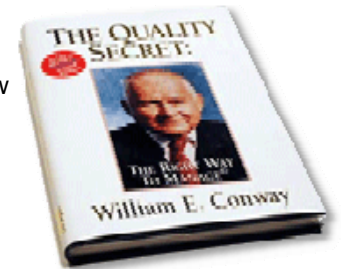


## The Quality Secret: The Right Way To Manage©

By Bill Conway

This book is the true story of a Fortune 500 CEO who started a new way of thinking that caused a metamorphosis in the Western business world. It's the story of Bill Conway, and how his system **The Right Way To Manage©** has been used to transform organizations through the study, change, and improvement of work.

The Quality Secret: The Right Way To Manage© helps organizations to simultaneously achieve high quality and low costs through a continual, pervasive effort to identify, quantify, and eliminate waste in all work and work processes. **The Right Way To Manage©** employs Imagineering, variation, team building, human relations and simple charting techniques, all to consistently yield high quality products or services that meet or exceed customer requirements, while providing products and services at the lowest total cost.



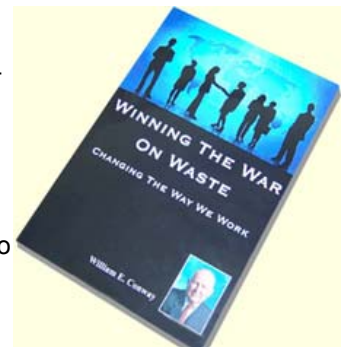
**\$32.95** (Hardcover 216 pages)  
Quantity discounts available  
[Abridged cassette or CD \$18.95]

## Winning The War On Waste: Changing The Way We Work

By Bill Conway

An ongoing effort to eliminate waste means continuous change, including innovation and re-engineering as well as incremental change. **The Right Way To Manage©** emphasizes the need to identify and quantify waste and then identify the processes to change in order to eliminate the waste. *Winning The War On Waste: Changing The Way We Work* explains how to do it.

What are the right things to work on? This is one of the major decisions that those working to bring about major improvements must make. The "vital few" objectives are among the most crucial concepts of **The Right Way To Manage©**. Because everything can't be worked on effectively at once, the projects that will make a difference must be selected. This book shows how to pick those projects: the big opportunities to cut costs, improve quality, reduce time, and increase revenues and profits.



**\$26.95** (perfect bound, 190 pages)  
Quantity discounts available

## NEW Waste Chasers — A Pocket Companion to Quality & Productivity

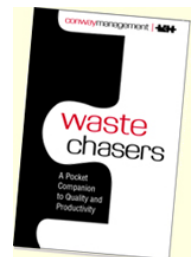
Reference Guide

Waste Chasers provide the tools and concepts that help you to grow profitably by identifying, quantifying, and eliminating waste, and they do it in a convenient, pocket-sized format. Written by the staff of Conway Management Company, Waste Chasers help the reader solve technical and human problems encountered on the path to excellence.

The theories and methodologies can be applied to all work processes - selling, marketing, R&D, finance, accounting, manufacturing - anywhere in your business where work is performed.

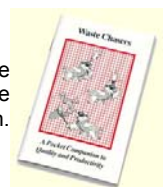
Some of the topics covered include:

- the impact of variation on products, services, processes, costs, deliveries, etc.
- turning data into meaningful information using simple charting techniques
- how to study the work that's being done in order to improve it, and how to add value to your work from your customers' standpoint
- how to use resources to achieve real and significant improvement
- understanding and working with the Customer/Supplier chain
- techniques that can be used to eliminate unnecessary work
- value analysis and engineering
- implementing change using project teams, management-directed projects, surveys



**\$6.95** (perfect bound, 134 pages)  
Quantity discounts available

Original Waste Chasers are available for **\$3** while supply last. Available in either English or Spanish.

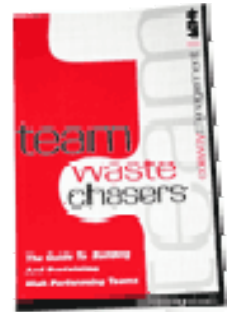


## Team Waste Chasers — The Guide To Building And Sustaining High Performing Teams

Chartering and deploying effective project teams is one of the most important and most difficult achievements for any organization. High performing teams, by their nature, work on the right things - those that matter to the organization. Effectively performing teams help organizations to compete in a rapidly changing economy.

Topics include:

- Building Teams: understanding tasks and interpersonal skills, developing team mission and plan, clarifying roles and responsibilities and determining team charter
- Identifying Waste: conducting a thorough search for the waste, understanding where the waste is now and uncovering the opportunities for improvement
- Quantifying Waste: making good decisions based on a valid cost/benefit analysis, determining measures, selecting the right things to work on and determining project scope
- Attacking the Waste: blitzing, focused attack team, short-term part time teams, and dedicated full time teams - all methods of attacking the waste
- Types of Teams: Leadership, Natural Work Group, Self Directed, Continuous Improvement, Task Force, and Virtual Teams
- Measuring Performance: setting up project checks, assessing performance, frequency of checks and corrective actions to take



**\$18.95** (perfect bound, 190 pages)  
Quantity discounts available

## Chasing The Waste Out Of Sales

The largest waste in most commercial and industrial organizations is the lost gross margin that results from lost sales, sub-optimal pricing, excessive costs, and unnecessary costs in the sales and marketing processes. We developed Chasing The Waste Out Of Sales to help every organization to eliminate that waste and create a new culture that produces increased sales dollars.

Chasing The Waste Out Of Sales will explain tools and techniques that will make real differences in your bottom line. This is not just another selling guide; it's not a "how-to" book on prospecting, or territory management, or even negotiating and closing skills. It's the first and only book

available to teach those in customer-oriented and management positions how to collect and analyze key data, share the information on a macro level, study and improve processes, and make the changes that count.



**\$15.95** (perfect bound, 166 pages)  
Quantity discounts available

## The Work Sampling Kit with Random Timer

Get an accurate indication of what work is really being done!

The Work Sampling Kit enables people to easily sample and learn about their work and how they spend their time. It's a highly participative task that allows individuals to record their own work, letting them collect the data that will be used to make their work and everyone else's more useful and rewarding.

The kit contains a Work/Time Analyzer and an instruction booklet to record the observations about the work, along with a random electronic timer\* that helps eliminate bias during data collection.

Successful organizations constantly analyze and re-engineer work processes so that they consider the work being performed and its value. What adds value today may not add value tomorrow: customer requirements, technologies, and methods are perpetually changing. Work sampling is an accurate and proactive way to find out how time is being spent.



**\$225** (Kit with Timer)  
Quantity discounts available

\* Other available technology that can be used to replicate the random timer includes the use of a randomly-generated text message to a cell phone or email address. The cell phone method requires a cell phone with text message capability. The email method requires ongoing access to email to help assure a good sample.

## Conway Charting Solutions Software — Basic

Take the hassle out of charting...each tool comes with a tutorial, filled with an explanation, examples, points to remember and questions to ask. Each tool has an easy to use template that you can use to input your data and the software will prompt you with pertinent questions to help you complete your chart. Voila! Of course, then comes the real work. What actions should you take? What questions should you ask? What further data will be helpful? Conway Charting Solutions Tutorials will help you.

### Run Chart

A Run chart is a line graph that plots the performance of a variable over a period of time. It allows you to see the level at which the process is operating as well as the amount of variation around the average. Use it to detect variation trends and shifts in the average level of the process.

### Histogram

A Histogram is a frequency distribution which shows the variation produced by a process. It can also be used to show the capability of a process. A Histogram is a bar graph that shows how often a measurement occurs over the range of measurements the process produces. The spread of the variation, where it is centered and the shape of the distribution provide clues about how the process is operating. It gives a "snapshot" of how your process is operating.

### Pareto

The Pareto chart is a visual tool for prioritization. It is commonly used to classify problems in service, manufacturing, or administrative processes and to compare costs or dollars associated with the work. Gathering data about troubles, problems and opportunities focuses attention on those things that need to be changed to eliminate the waste. Since you cannot work effectively on all sources of waste or opportunity at the same time, you need to set priorities.

### Correlation Chart

A Correlation chart is a scatter plot which shows how one variable changes in relationship to another. It is used to discover and document possible cause and effect. Often there are a number of potential causes for process variation and it is important to determine which of the causes have the most effect on (correlation with) the outcome.

### Basic Flow Chart

A Flow chart is a map of a process. It is used to identify the actual or ideal sequence of steps in a process, identify waste, plan improvements and standardize the work. It also serves as a communication and training tool to help everyone visualize the process in the same way.

### Cause & Effect (also known as a Fishbone Chart or Ishikawa diagram)

A Cause & Effect shows relationship between causes and a particular effect you want to study. It is used to identify potential causes and root causes of problem or opportunities.



**\$129** ( Single User Copy )  
Quantity discounts available

#### Minimum requirements:

Windows-based Microsoft Word and Excel 2002 or higher.

## Conway Charting Solutions Software — +Plus

While our Basic software helps you to identify and solve many business problems, you might find there are times when more advanced solutions are required. Our Plus version is the answer! It will make it easier for you to learn and use advanced tools such as FMEA, Work Sampling and Advanced Flow Charting Tools. You'll also get the organizational tools to help you move quickly and adeptly - Project Team Tracker, Prioritization Matrices and Project Planning and Management. Conway Charting Solutions Software +Plus includes tutorials, and interactive tools and forms.

### Work Sampling

Work Sampling provides facts and data about the amount of time being consumed by various activities and tasks throughout the work day. By efficiently gathering the data about where the time goes, you will be able to systematically identify and make the changes to eliminate time wasters and increase capacity. The Work Sampling Tutorial covers the steps needed to carry out a



**\$249** ( Single User Copy )  
Quantity discounts available

#### Minimum requirements:

Windows-based Microsoft Word, Excel and PowerPoint 2002 or higher.

successful work sampling study. The Work Sampling Tool contains the templates to help you collect data as well as to categorize and analyze the work.

### Flow Charting Center

Basic Flow Charting, Process Evaluation, and SIPOC Diagrams are powerful tools to study and analyze work. The interactive SIPOC tool provides feedback on your process based upon your input of the quality criteria and how often the criteria is met. The Process Evaluation tool helps you evaluate how well a process operates, capturing quantitative information as well as information about each process step. Learn more about these tools to improve quality and productivity!

- **Basic Flow Charting Tool** is a map of a process. It is used to identify the actual or ideal sequence of steps in a process, identify waste, plan improvements and standardize the work. Flow charts come in a great many varieties, but they all answer the same simple question: who does what and in what sequence? The Basic Flow Chart tool contains templates for both a basic flow chart and a swim lane flow chart. Use them to study your process.
- **Process Evaluation Tool** helps you to document and evaluate how well a process operates, capturing quantitative information as well as qualitative information about each process step. A helpful template will show you how to use the power of Excel to analyze the work process. Included is a complete case study demonstrating how to use a Process Evaluation Chart to: document a process, identify bottlenecks and waste, and model a future state based on changes to the process design.
- **SIPOC Diagrams** contain information about the inputs that affect how well the process works so that you can systematically study and eliminate opportunities for errors or defects. The interactive SIPOC Tool provides an evaluation of your process based upon your input of quality criteria and how often the criteria are met.

### Prioritization Matrix

The number of improvement projects you launch matters little — what counts is how many you finish. With limited time and resources, most organizations need help to decide what to work on. The Prioritization Matrix Tool provides a logical and visible process for decision-making. The Prioritization Matrix helps you to systematically evaluate and prioritize opportunities based on the criteria that are most important to you, such as economic value of the opportunity, how quickly results could be achieved, ease of implementation, etc.

### Failure Mode & Effects Analysis (FMEA)

A powerful and more specialized prioritization tool is the Failure Mode Effects Analysis (FMEA) which helps you to identify which potential problems have the greatest risk by considering the severity of the impact, the likelihood of occurrence and the probability that the failure would go undetected. Based upon the data you input, the FMEA Tool will help you calculate ad Risk Priority Number for each type of possible failure. Use it to systematically examine possible process failures, then to redesign to eliminate the possibility of failure.

### Project Center

Our Project Center contains the key elements to help you make sure everyone begins and remains on the same page when projects involve groups of people. These tools also help to identify and organize the tasks to successfully complete your project and accelerate your path to results. The Coach-O-Matic, Project Planning & Management, and Project Charter and Tracking will help you track the vital efforts that are underway. The relevant information will help you monitor and manage both projects and your system of continuous improvement.

- **Coach-O-Matic**  
Some of the improvements can be accomplished by an individual. Some can be addressed in a small, quick, short-lived Kaizen Team. Others will require the concerted effort of a group of people over several weeks or months. Whenever possible, choose the quickest and most focused method for improving work so that you can begin reaping results sooner. When a project must stretch out over several weeks or months, you will need a tool such as a Project Charter to help the team stay focused and effective. You can find information about how to use it effectively in the Project Charter Tutorial. Before beginning a project, check out the Coach-O-Matic and the associated handy Success Predictor and Waste Calculator. These interactive tools will identify areas of weakness or potential barriers to success and point you in the right direction for success.
- **Project Charter & Tracking**  
When launching a project that involves a group of people, a Project Team Charter helps assure that everyone is working towards the same end. Using our Project Team Charter helps address many of the questions and variables affecting a project so that the team can move efficiently and effectively from project launch to successful project completion. Once you begin to study the work systematically and effectively, you will

uncover opportunities to improve the work and the business. To track the vital efforts that are underway and maintain an inventory of less important opportunities (that you will address as resources are available), use our Project Tracking tool to help you to track all the relevant information about a set of projects so that you can monitor and manage your system of Continuous Improvement.

- **Project Planning & Management**

To accomplish results as quickly and efficiently as possible, you need a well-developed project plan. Our Project Planning and Management tool helps you to identify, organize and track the tasks in both the Analysis Phase and Implementation Phase of your project. In order to accelerate your path to results. Our Analysis Planning Tool helps you track the actions or tasks undertaken to investigate the problem or opportunity. The Implementation Planning Tool helps you track the actions, responsibilities, tasks owners, due dates and dependencies which are critical to your project.

## The Model For Continuous Improvement Video Workshop

Join Bill Conway and noted personality David Frost as they explore the keys to success in business improvement using our Model For Continuous Improvement. The video reviews the Model, and explains the core activity of **The Right Way To Manage®**, which is to identify, quantify and eliminate the wastes that fall to the bottom line.

Your order will include: Video workshop, 10 workbooks, overhead transparencies, and interactive exercises to encourage participation

**\$150**

Quantity discounts available



## The Waves of Change — Video CD

In the summer of 2004, we asked Bill Conway to reflect on the hundreds of companies he worked with in the more than 20 years since he founded Conway Management Company.

We challenged him to uncover the secret to the successes of some, and really think about why so many of the others failed or never really achieved the greatness they were capable of achieving.

Bill's passion for what works and what needs to be done is evident in this CD. Bill's firmness of conviction is as clear as his message - if you don't do these

things, nothing will happen! His message is clear, concise, and could really change your business forever!



**\$9.95** Quantity discounts available

This CD is approximately 20 minutes in length, and would be a great addition to your training media collection. You can use it for meetings to get efforts sparked, and you can even send it to your customers and suppliers to get them "on board" with your improvement efforts.

This is your chance to share the words of the immortal Bill Conway, words that have defined him as he has made his mark on the world of quality, improvement, and business excellence.