



INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
26 NOVEMBER 2010

ENHANCING QUALITY SERVICE: RAISING THE BAR

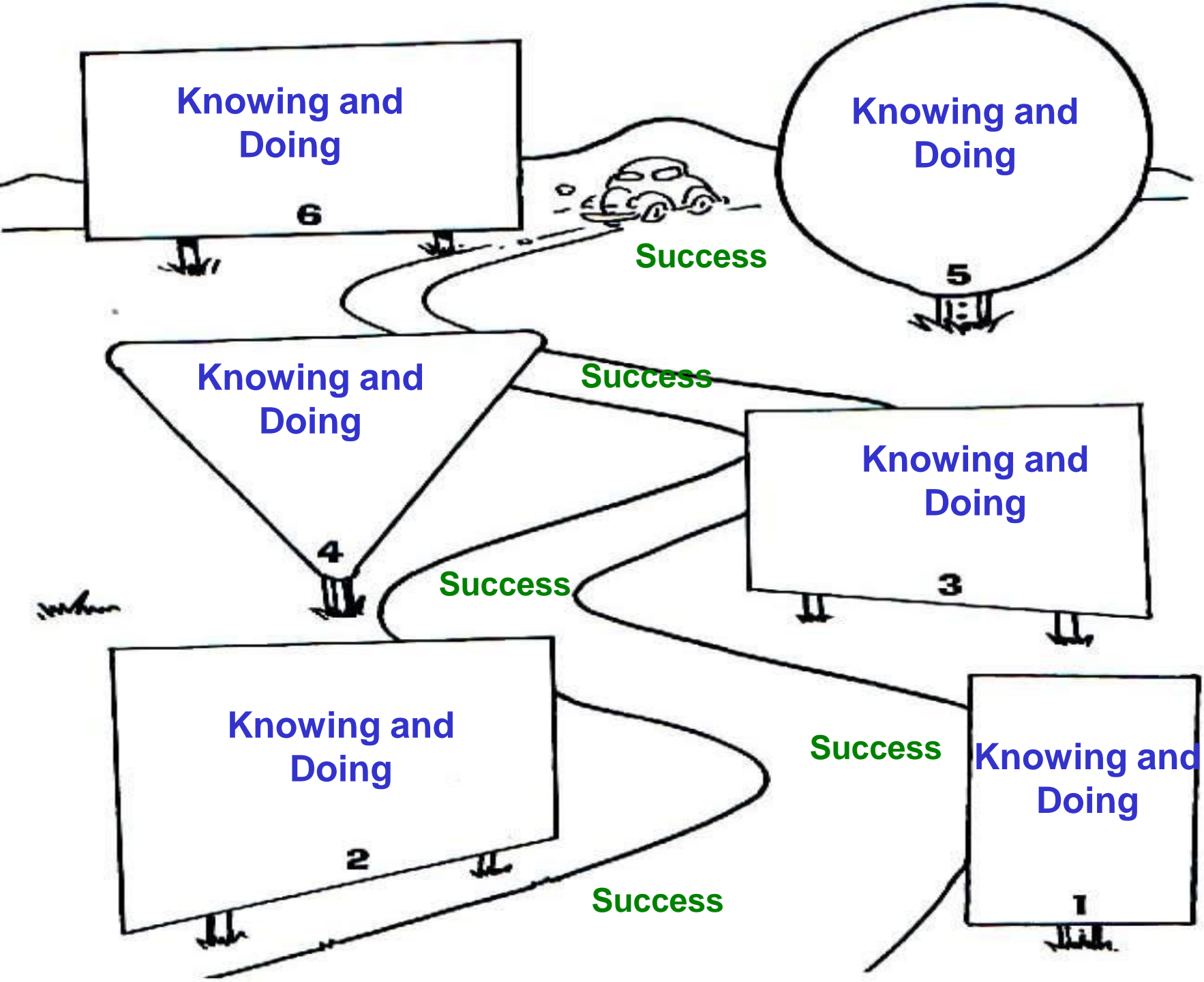
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ENHANCING QUALITY SERVICE:

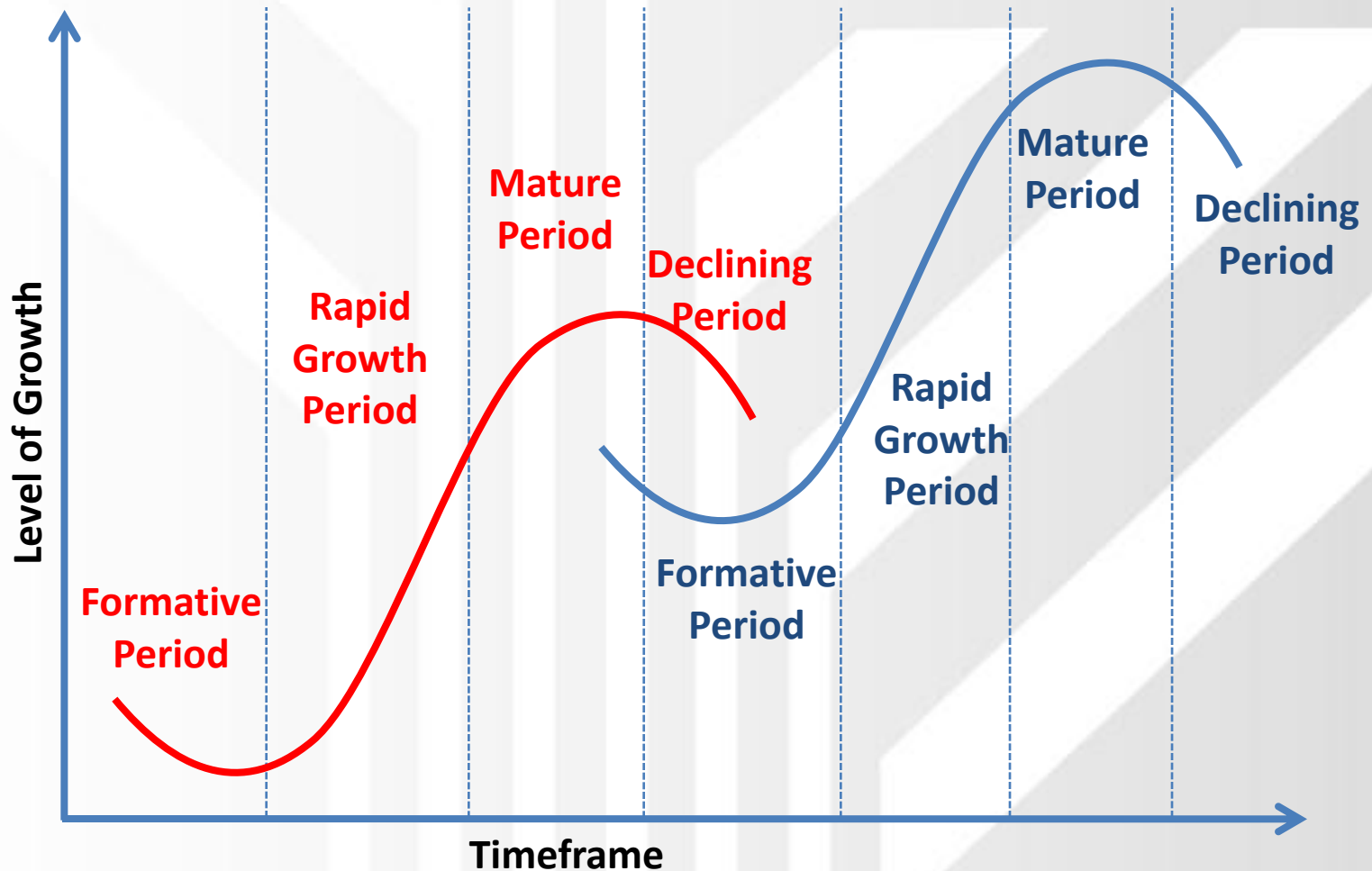
= Raising the Bar

= Moving Quality Forward

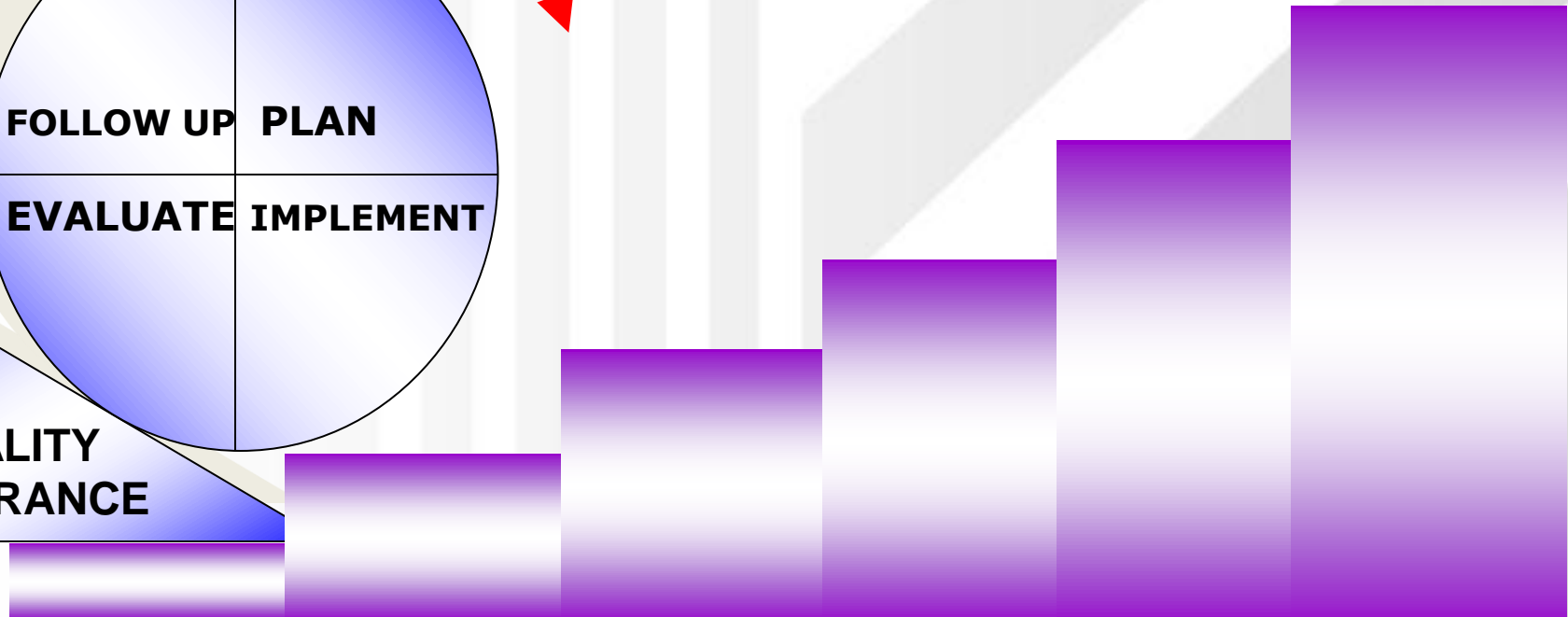
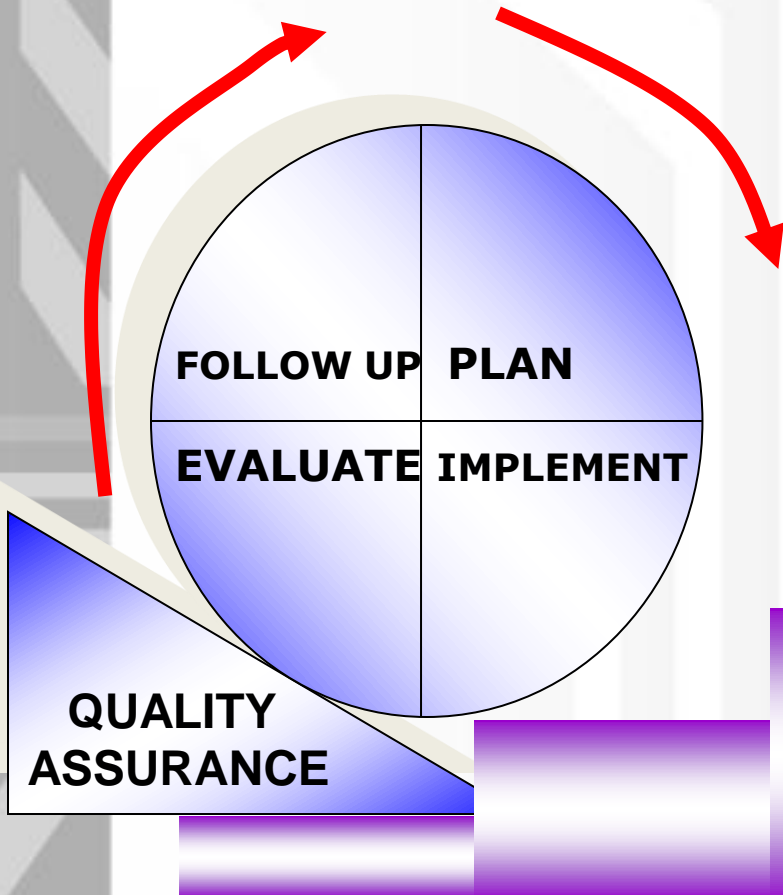
Every part of the system must be involved.



Four main periods throughout the growth:



CONTINUOUS IMPROVEMENT





Success Measurement

Success in life is not measured by how we are **doing** compared with others,

But by

how we **doing** compared to what we are capable of doing.

Success is a matter of choice not chance



Our Success

What lies behind us and
what lies before us,
are tiny matters compared to
what lies within us.

If you want it to be better,
you would have to **want to be better.**

ISLAMIC PERSPECTIVE OF WORKING

Spiritual Journey (Adding & Giving Value)





LIFE JOURNEY

SITUATIONS



CHOICES



DECISIONS



ACTIONS



RESULTS



The Journey

- from ego-based leadership, where the focus is on the ego,
- to spiritual leadership (also called "transpersonal" or "servant" leadership) where the needs of all the stakeholders are given appropriate priorities.



QUALITY EQUATION

- Key variable is **PEOPLE**
- Quality begins and ends with the **INDIVIDUAL**
 - Self Esteem
 - Self Empowerment
 - Integrity
 - Competence
 - **Action** orientation



People have all the resources
necessary to make any desired
change



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How to attain excellence

Qualified Personnel



Quality Services



Coping with Changes



Be Innovative



ALL RIGHT

- ✓ **DO** the **RIGHT** thing
- ✓ The **RIGHT** way
- ✓ At the **RIGHT** time
- ✓ The **RIGHT** place
- ✓ With the **RIGHT** people
- ✓ For the **RIGHT** reason



Three Phases of Development

Phase I : Stabilization

Phase II : Raising the Bar of Quality

Phase III: Attaining Excellence



Phase I : Stabilization

Every aspect of the university/hospital life will be put in its proper perspectives

- Policies and practices must be in place
- Standards must also be set
- Perfect what have been established
- Consolidate our effort
- Strengthen the foundation
- Complete the unfinished projects
- Qualified lecturer will be in every class



Phase II : Raising the Bar of Quality

- Human Resources development --- first priority
- Supporting facilities -- appropriately maintained and acquired
- Excellent services provided
- Readiness for changes**
- Management --- monitored and improved
- QMS -- to be established and sustained
- Set direction for research and its promotion



Phase III : Attaining Excellence

- International standards
- Create *esprit de corps*
- Able to respond and adapt to changes
- Attain sustainable development and progress
- Search for New Venture



GOING THE NEXT LEVEL

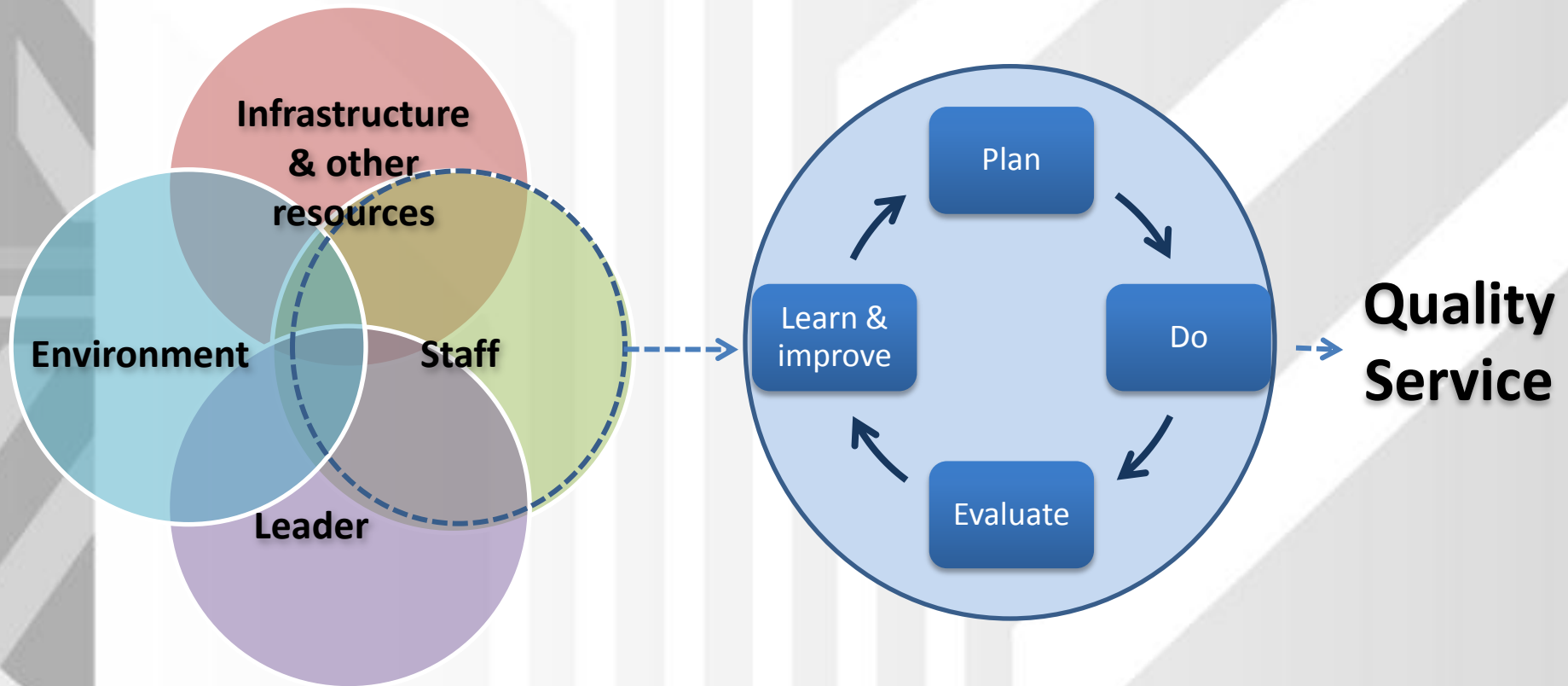
1. Market Intelligence
(Vision; Stakeholder Perception)
2. Clarity of Purpose
(Mission, Goals, Objectives)
3. Strategic Leadership
4. Strategic Management
5. Supporting internal infrastructure
6. Empowered team



SEVEN KEY LEADERSHIP COMPETENCIES

1. Creating a Sense of Direction
2. Setting an Example
3. Effective Communication
4. Creating Alignment
5. Bringing out the Best in People
6. Acting as a Change Agent
7. Action in Crisis or Uncertainty

THE ESSENCE OF QUALITY





Quality Service

Is about:

1. doing
 - ✓ the right thing,
 - ✓ the right way
 - ✓ at the right time
 - ✓ for the right reason
2. achieving the best possible results in delivery.
3. striking the right balance of services by avoiding underuse and overuse as well as eliminating misuse.



Quality

- Is NOT an Option
- The only movement is FORWARD and UP
- Stakeholders expectations have gone forward and up
- Customers/clients know and expect to receive Quality service



Moving Quality Forward

- Means seeking excellence through ***continual quality improvement*** in teaching, research, professional services and staff development.
- Requires:
 - market intelligence,
 - clarity of purpose,
 - strategic leadership and management,
 - strong supportive infrastructure and
 - empowered teams.



Moving Quality Forward

- starts with
 - a strong commitment at providing a quality service
 - integrity, commitment and respect towards the customers/clients
- requires organizational capacity, including information technology and specialized expertise.



Attaining Excellence in Service

Means

- providing an excellent climate of individualized service.
- a huge improvement in professional service to internal and external customers



The Journey of Attaining Excellence in Service Delivery

Requires:

1. building customer loyalty and word of mouth advertising,
2. embracing shared values in the workforce,
3. encouraging employee teamwork,
4. improving attitude, morale and communication



The Journey of **Attaining Excellence** in Service Delivery

Requires:

5. reducing customer complaints and staff turnover,
6. reinforcing your customer service philosophy,
7. empowering staff to deal more effectively with third-party providers, and
8. supporting continuous quality improvement initiatives

Three Kinds of Customer Demand

- Demand for **more**
- Demand for **difference**
- Demand for **better**



What do our customers want from us? (our customer value proposition)





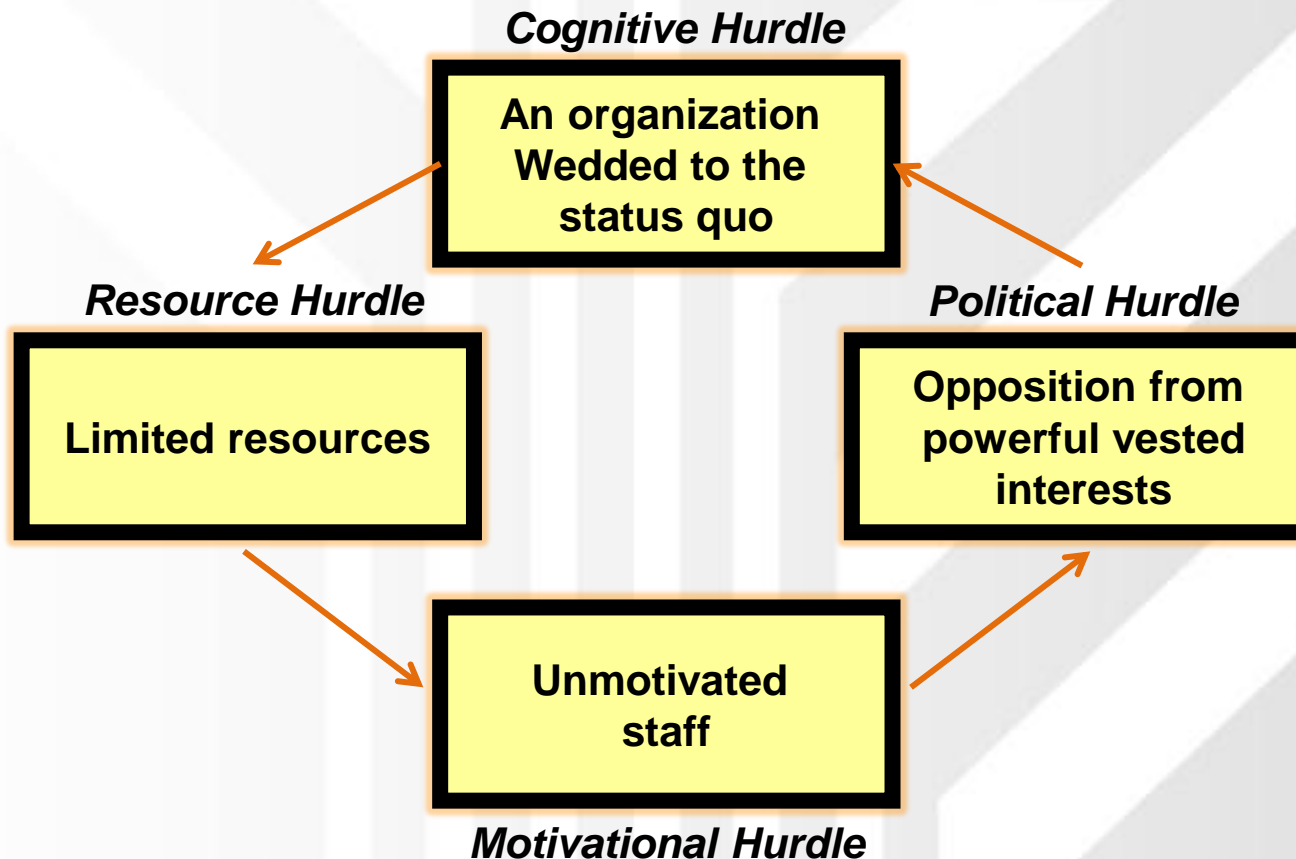
The Big Question is:

***“Are You Ready for
Tomorrow’s Challenges?”***



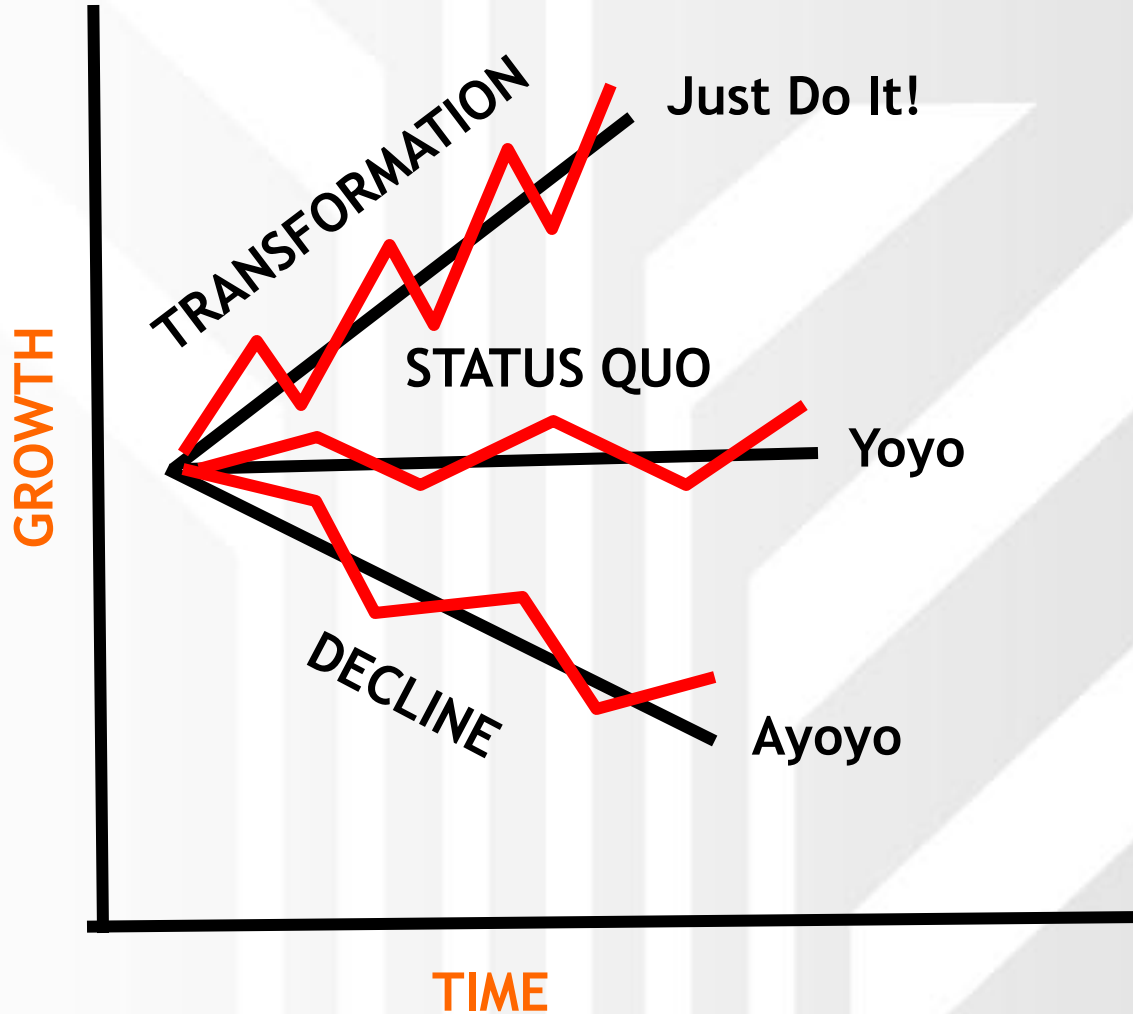
Four Organisation Hurdles to Strategy Execution

(Blue Ocean Strategy: Chan Kim & Maubourgne)

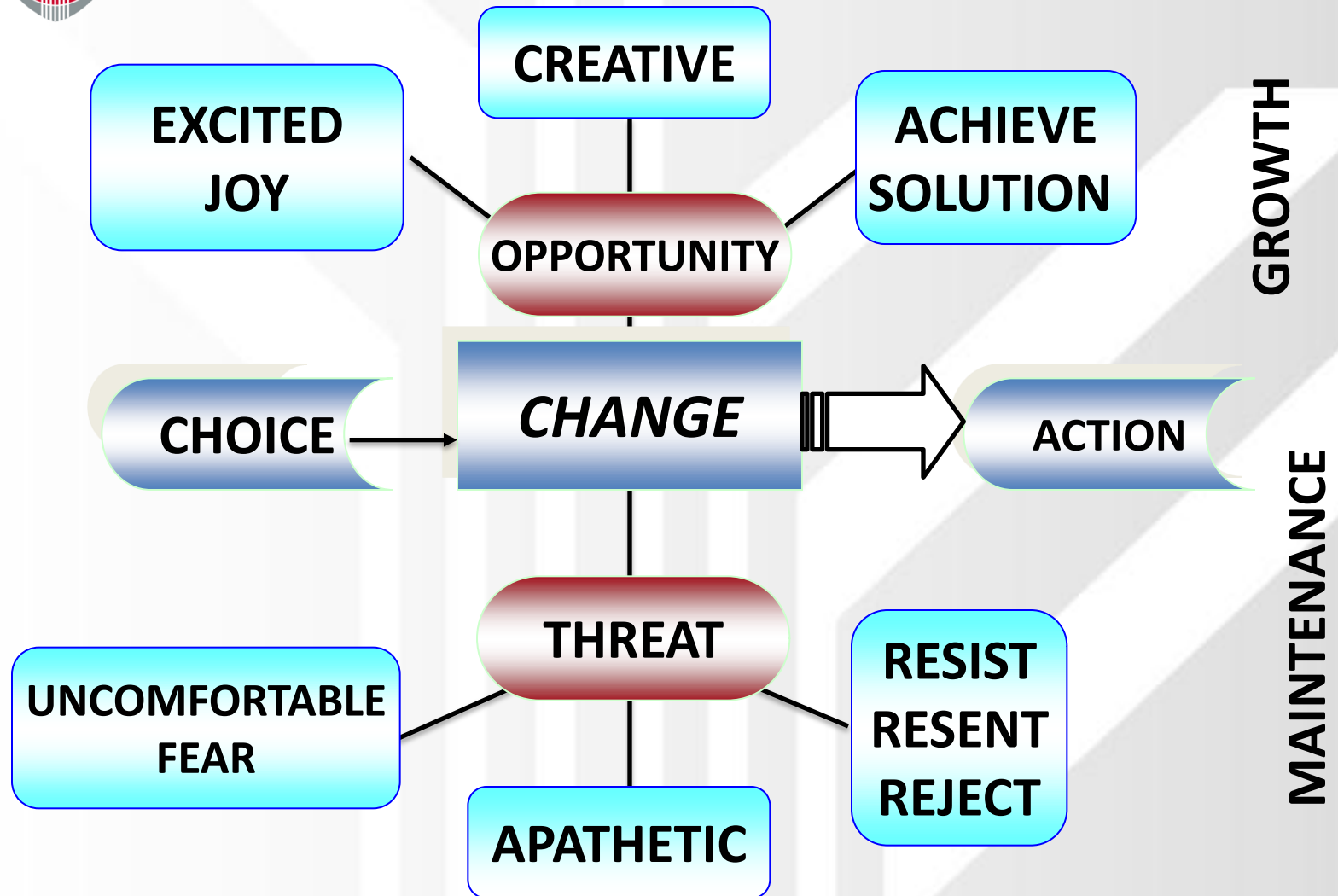




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People Perception to Change





Acceptance to Change

+ 3 Committed
(passion)

It's an excellent idea;
let's **DO** it

+ 2 Excited

It's a good idea; I will try

+ 1 Interested

I agree; I am interested

IDEA (excellence)

- 1 Apathetic

I am not interested.

- 2 Sceptical

it's a good idea,
but impossible to achieve

- 3 Hatred

It's a stupid idea;
don't waste my time



SUCCESS

ATTITUDE



DESIRE



WORK



SUCCESS

Passion & Resilience

CAPACITY
(KNOWLEDGE & SKILLS)





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KNOWLEDGE (10%)

SKILLS (10%)

SUCCESS

ATTITUDE (80%)

COMPLIANCE

1. No good feeling
2. “Have to”
3. Do the minimum to get by
4. Meet minimum standard only
5. No Growth (only status quo)



COMMITMENT, ENGAGEMENT, INVOLVEMENT

1. Has good feeling
2. “Want to”
3. Do the maximum
4. Achieve higher standards
5. Contribute to growth



PASSION

- A powerful emotion, such as love, joy, hatred, or anger
- Intense emotional excitement
- Boundless enthusiasm

PASSION

- We take pleasure in doing our jobs
- Work is fun, joy and full of humor
- All have the capacity for passion
- Few act on it



PASSION

**HAVE A LOVE AFFAIR
WITH OUR WORK**

**CONNECT YOUR WORK
WITH YOUR FEELINGS**

Changing your Mindset

**‘We are not physically
handicapped,
but we may be mentally
handicapped’**



Changing your Mindset

Change

- from **Pessimistic** to **Optimistic**,
- from **'Lack of Confidence'** to **'Confidence'**



Changing your Mindset

- Change from
Past to **Present** to **Future**
- Decide what to change



A Helpful Mindset

will work toward

- achieving the goals of empowerment,
- self forgiveness,
- independence,
- self expression and
- purposefulness.



1/4 empty mindset

The mind of 1/4 empty people:

- can only see the glass as 1/4 empty.
- are shaped by negativity, anger, disappointment and mistrust
- are so locked into their disappointment
- can not or will not see past the bad life experiences, poor personal choices, or painful hurts caused by friends /acquaintances

A success mindset is about

- Taking the right action to achieve them.
- Whether your attitude is positive or negative, is all up to you



Six big questions in Strategic Planning

1. Where are we now?

- SWOT Analysis (Capabilities and Opportunities)
- Critical Success Factors

2. Where do we want to go?

- Vision

3. Why do you want to go there?

- Mission, Goals and Objectives

4. How do we get there?

- Strategic Plan (Road Map, The Best Use of Resources)

5. Who's going to do the What, Where and When?

- Operations, Tactics, Action Plan

6. How are we doing?

- Monitoring, Measuring, KRI



Some Other Big Questions

- What Business are We in?
(What's our Philosophy?)
- What are our Strategic Intentions?
- What Makes us Unique?
- What's Important to our Success?
- How Do We Create Value for our Customers?
- What are the Areas of Greatest Opportunity?
- What do We Have to Do to Sustain Optimal Level of Performance?
- What Needs to be Done to Get the Most of Our Assets?
- What Gets Priority?



Destination Statements (Vision)

The 4 Balanced Scorecard Perspectives

**Stakeholder
Expectations &
Finance**

**Who are your
prime
Stakeholders?**

**What do they
expect from
you?**

**External
Relationships**

**With whom are
you Related
Externally?**

**How should these
relationships be
described?**

**Processes &
Capabilities**

**What processes &
capabilities will
you need
to accomplish
these
Stakeholder
expectations?**

**What state should
they be in?**

**Organisation &
Culture**

**What should
your
organisation
look like to
accomplish the
Stakeholder
expectations?**

Think about:
- Structure
- Size
- Values/culture



Four Big Questions in Strategic Planning (prudent allocation of resources)

Four Action Frameworks (Chan Kim & Mauborgne: Blue Ocean Strategy):
(E R I C)

<p>Reduce</p> <p>Which factors should be <u>reduced</u> well below the industry's standard?</p>	<p>Raise</p> <p>Which factors should be <u>raised</u> well above the industry's standard?</p>
<p>Create</p> <p>Which factors should be <u>created</u> that the industry has never offered?</p>	<p>Eliminate</p> <p>Which of the factors that the industry takes for granted should be <u>eliminated</u></p>



THE SPEAKER

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