

**World Quality Forum of the
International Academy for Quality (IAQ)**

“Quality for Future of the World”

STREAM C

C2 CORPORATE SOCIAL RESPONSIBILITY (CSR)

The Quality of the Working Style of Human Resources



**World Quality Forum of the
International Academy for
Quality (IAQ)**

George Szügyi

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- ✓ **Engineer, Teacher, Economist**
- ✓ **Certificates in Management Studies**
- ✓ **Financial Auditor**
- ✓ **40 years in HR-development**
- ✓ **35 years in management consultancy and OD projects**
- ✓ **25 years on the field of quality**



**Interdependent Cooperation
Leads to the Real Synergy
through
Continous Team Development**

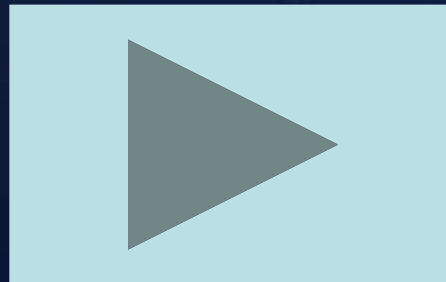
Quality „once upon a time”

1. Quality control, where the product is in the focus

Quality belongs to the
Production Department



Nippon-Deming

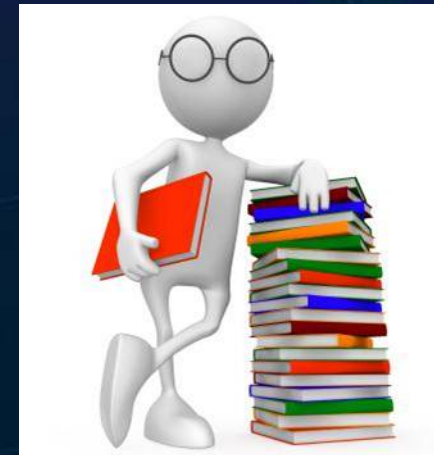


Quality in the „old times”

2. Quality system, where the human resource is in the focus

Quality is for the whole organization

Management must learn



Quality today

- **Systems and processes**
(logical, orderly, ordered)
- **Corporate objectives**
- **Involving people**
(effective, efficient)
- **Commitment of customers**



Quality of tomorrow I.

1. High self-understanding and self-motivation

- **Self-understanding**
- **Self-confidence**
- **Self-esteem**
- **Self-actualization**



Quality of tomorrow II.

2. Continuous personal competence-development

- **Core competence**
- **Priorities**
- **Knowing-Understanding-Putting into practice**
- **Everyday routine**



Quality of tomorrow III.

3. Interdependent cooperation within the team (among the team members)

- **Consciousness**
- **Goal-oriented**
- **Value change**



Quality of tomorrow IV.

4. Continuous team development for effective and efficient synergy

Learning from our mistakes

Learning from mistakes of others

Learning from near-failures

Learning from near-failures of others



Quality of tomorrow V.

5. Paradigm – changing life-style for successful answers

High flood of technical changes

Shortened lifecycles of products

Market turbulances

Timing is more important

CSV – Creating Shared Value



„Not all profit is equal. Profits involving a social purpose represent a higher form of capitalism, one that creates a positive cycle of company and community prosperity.”



Michael Porter
a Harvard Business Review
January-February edition, 2011

Quality of tomorrow VI.

6. Recreation life-style

Why did we start to work?

Daily time-table  **Weekend-reset**

Body-Mind-Soul recreation

**Harmonizing Work-Family-Personal life
and development**

Understand our life A.S.A.P.

...before it is too late...



**CORPORATE SOCIAL
RESPONSIBILITY
(CSR)**

Turns into

**CREATING SHARED VALUE
(CSV)**

We arrived like this:



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Please, keep that attitude!



Great success for using!

George Szügyi

**Euromenedzser Consulting
and Education Centre
Szeged, Hungary
www.euromenedzser.hu**