

AUTHOR LAUNCHES FIRST QUALITY TRAINING PROGRAM DESIGNED FOR EVERYONE IN THE COMPANY

Bestselling author and award winning management consultant Subir Chowdhury launches a new online quality training program that is designed for everyone in the company. Based on Chowdhury's bestselling book "The Ice Cream Maker," the program features a new 2-hour online "learner friendly" interactive course.

IRVINE, CA, OCTOBER 19, 2013 – Bestselling author and award-winning management consultant [Subir Chowdhury](#) today launched the first-of-its-kind [training program](#) that brings quality management to the entire rank-and-file workforce.

Chowdhury, Chairman and CEO of [ASI Consulting Group](#), LLC headquartered in Bingham Farms, Michigan, explains that he is radicalizing the approach of training out of necessity.



"It's ironic that there are so many choices in quality management training, and yet few organizations ever gain sustainable changes," he says. "My goal is to break the barriers that often exclude rank and file employees from this type of training.

"If you want all of your customers to have the kind of experience that makes them sit up and take notice, doesn't it make sense that everyone in the organization – from the top executive to the people in your shipping department – is on the same page when it comes to quality?"

According to Chowdhury, cost is usually the biggest barrier that prevents company-wide deployment of most quality management programs; many run into thousands of dollars per person. "That is why we usually train just the middle management people," he says. "To me, if you want total quality, you must train the total workforce. You can do that with this program."

The 2-hour online program, appropriately named "[Quality is Everyone's Business](#)," illustrates quality management concepts through learner-friendly storytelling. The goal is not to teach a quality process "but to transform the culture of the entire organization through greater awareness."

It is recommended (not required) that course-takers also read Chowdhury's best-selling and acclaimed book, "[The Ice Cream Maker](#)," (Doubleday Currency, 2005). The book has been translated in more than 10 languages

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and continues to rank high in Amazon's non-fiction business book category with numerous positive reader reviews.

"My goal is not to create more Six Sigma black belts," he comments. "Quality should mean more than a management tool that measures output of a business. It ought to be a lifestyle choice, an underlying motive that causes people to work for personal excellence. That was my goal in creating this course – not to rehash old ideas about quality control, but to bring new awareness to people so that the act of delivering quality is automatic."

The 2-hour online course is offered in five separate, self-paced modules that are highly interactive. It draws the learner into the story through scenarios. Application exercises are designed to be completed on-line, within each module, and off-line at the learner's pace.

An accompanying workbook offers about 2 hours of 'read and review' of the online course. It is recommended that all course-takers read "The Ice Cream Maker" to help finish the training. Managers and supervisors may also read Chowdhury's book "The Power of LEO" to augment managerial aspects of the course.

The online course is SCORM 2.0 compliant and can easily be moved into an in-house learning management system (LMS).

About Subir Chowdhury, ASI Consulting

Subir Chowdhury (www.subirchowdhury.com) is the author of more than a dozen books and consultant to many of the world's largest businesses and known for his distinctive ideas and insights on process management systems like LEO (Listen, Enrich, Optimize), Six Sigma and Design For Six Sigma (DFSS). His latest contribution is a 2-hour training program called "Quality is Everyone's Business." Chowdhury's aim is also to draw out new questions about the role of Quality—not only in our daily lives, but also how it affects economies of different nations. Chowdhury's Twitter handle is @subirchowdhury; he often uses #quality and #leader hashtags in his tweets.

ASI Consulting Group, LLC, is headquartered in Bingham Farms, Michigan. The firm has more than 30 years of experience successfully implementing quality management programs including LEO, DFSS, Six Sigma, Robust Engineering, and TQM for leading global organizations such as Bosch, Caterpillar, Chrysler, Hyundai Motor Company, Loral Space Systems, Procter & Gamble, the State of Michigan, Xerox and hundreds of other organizations. The firm saved billions of dollars to its clients worldwide.

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