



QUALITY LEADERSHIP MESSAGE



QLI Principle #1:

Quality is Job #1! It is our responsibility, our job security, and our future!



Chuck Browning
Vice President & Director
UAW National Ford Department

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Bryce Currie
Vice President,
Americas Manufacturing

Quality is the ability to provide a product or service that satisfies a customer completely. We do not define quality – our customers define quality.

The culture at Ford is evolving into a Continuous Improvement Mindset where we standardize, stabilize and replicate to continuously improve. Yet, as the culture changes, we must also be actively involved in promoting the customer's needs first to move to the next quality stage.

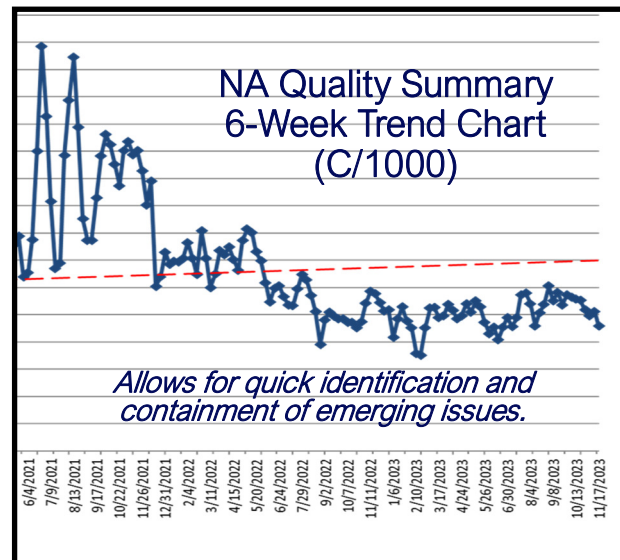
Our Customers set our standards. Therefore, if we want our customers to be totally “delighted” with our products, we need to continue to drive towards a **zero defect mindset**.

We've made significant progress in quality . . . but there is much more that we "all" can do to continually improve the quality we deliver to our customers.

The Zero Defect Mindset says that **everyone is the owner of his or her particular part of the job and our responsibility begins with the raw material and ends with the customer.** We must ensure that we pass on zero defects to our customers.

Jointly, we need to be more focused and supportive than ever before in our Quality efforts, on the key Quality priorities and failures modes in our plants, **particularly, supporting the operators at their workstations.**

Defects anywhere in the process mean **waste** and worst of all . . . **CUSTOMER DISSATISFACTION.** We have to be continually engaged in problem solving where we are **TEACHING, LEARNING, and APPLYING** efforts to contain and fix defects. With focus on the Quality Lean Maturity Model to engage the minds of our employees, we can truly get to a **“ZERO” defect mindset** and achieve **“World Class.”**



Zero Defect: DO's

- ◆ Know what the level of quality is everyday at your start-up
- ◆ Adhere to standards and processes, because you control what you are responsible for within your job
- ◆ Communicate Continuous Improvement opportunities to enhance Quality
- ◆ Escalate concerns to the appropriate support groups
- ◆ Understand what is leaving the plant each day

Zero Defect: DONT's

- DON'T be afraid to ask questions about QUALITY**
 - ◆ Let someone know if you think there is a problem with the part or process
- DON'T deviate from Standardized Work**
 - ◆ Follow your Operator Instruction Sheets and control plan
- DON'T forget QUALITY IS A TEAM SPORT**
 - ◆ WE ALL ARE AN IMPORTANT PART OF THE TEAM!



“The only way to get different results is to work differently. We're organizing at the working unit level so that we're all pushing on the same objective: to serve our customers, improve quality, and reduce cost through the system.” - Jim Baumbick