

# Attacking The Problem

Goodstone Aircraft Company attacks a problem by immediately thinking of an acronym such as Quality Product Enhancement System, QPES; or Part Conformity Assurance Program, PCAP; or Parts Quality Team Management, PQTM. Armed with the acronym, they immediately make huge 100-foot-long QPES or PCAP or PQTM banners and hang them across the tops of the walls of buildings facing employee parking lots. They immediately print up thousands of posters and tens of thousands of fliers and memos and bulletins sporting the headline QPES or PCAP or PQTM, handing them out at the plant gates and pinning them to bulletin boards in every building as executives give speeches and videocassettes are shown expanding on the themes of QPES or PCAP or PQTM.

Even though none of this will actually affect the work being done on the shop floor, it will give all of those people in the offices something to do.

## Fred Voss