



Top Quality Management *Best management practices*

1. Introduction.

The term "management" refers to all activities used to coordinate, direct and control organizations. These activities include developing policies, setting objectives and establishing processes to achieve these objectives. Starting from process control principles, as those normally found in natural systems, the best way to managing any organization is by means of an effective and efficient method, which enables standardizing diverse operating criteria through a systemic approach. As the Mexican philosopher Ikram Antaki stated, "the method reduces the gap in intelligences, enabling the slower spirits to approach the truth as much as the brighter spirits if they lack a method".

2. General aim.

Presenting and discussing basic principles for the application of MK-OS methodology, specifically developed by Market-Ing on the best management practices. MK-OS enables structuring, designing, controlling, planning, all organization activities starting from basic processes. This implies visualizing and handling all business activities from a "systemic" point of view, where all organization components (starting from their human elements) are closely interrelated. Given that both are based on similar principles, MK-OS is highly compatible with most quality management systems, particularly with ISO standards. MK-OS starts conceptualizing and designing those processes to be controlled by a quality management system, provides basic tools to elaborating specific procedures for each organization, so that they reproduce the operating reality and enable achieving the planned results. MK-OS leads to an effective and efficient operation, by means of adequate measurement, analysis of improvement tools.

3. Who should attend.

CEOs, board members and policy makers, senior executives, operating directors, middle managers, and entrepreneurs interested in developing their quality management skills.

4. What you will learn.

- Process control basic concepts, fundamental tool in the application of corporate management systems.
- Process based approach, mandatory requirement for effective and efficient direction and control.
- Basic business processes for any organization, established as foundations for corporate management in each specific case.
- Control policies established for all organizational processes, through management documents, management procedures and operating procedures.
- MK-OS methodology, detailing primary operating processes applicable in most organizations, such as management responsibility, customer related processes, resources provision, human resources, purchasing, supply chain management, production and service provision, infrastructure and work environment.
- Requirements established for management responsibility, including its effective and efficient application in diverse organizational activities.
- Management planning, designing the directive control scoreboard and applying an effective methodology for corporate strategic planning.
- Measurement, analysis and improvement mechanisms applied to all organizational processes, starting from those requirements established for customer satisfaction, which, in turn, define the corresponding approach for all operating processes.
- Continuous improvement strategies, supported on process monitoring and measurement, product monitoring and measurement, audits, data analysis, as well as the rigorous application of corrective and preventive actions.
- A solid kit of management tools, developed on a wide experience on corporate world class management, thus enabling an effective translation of MK-OS methodology benefits into tangible results for the short, medium and long terms.

5. Seminar topics.

I. Management concepts.

- a) Control process.
- b) Customer based approach.
- c) PDSA cycle.
- d) Customer satisfaction.

II. Management systems.

- a) Business process.
- b) Supply chain.
- c) Management documents.
- d) Management procedures.
- e) Operating procedures.
- f) Documents control.

III. Effective corporate management.

- a) Management responsibility.
- b) Customer focus.
- c) Management planning.
- d) Key performance indicators (KPI).
- e) Directive control scoreboard.
- f) Strategic planning.
- g) Responsibility and authority.
- h) Financial decisions.
- i) Human resources.
- j) Purchasing.
- k) Production and service provision.
- l) Innovation.

IV. Measurement, analysis and improvement.

- a) Control hierarchy.
- b) Customer satisfaction.
- c) Audits.
- d) Process monitoring and measurement.
- e) Product monitoring and measurement.
- f) Continuous improvement.
- g) Corrective action/Preventive action.

6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 400 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.