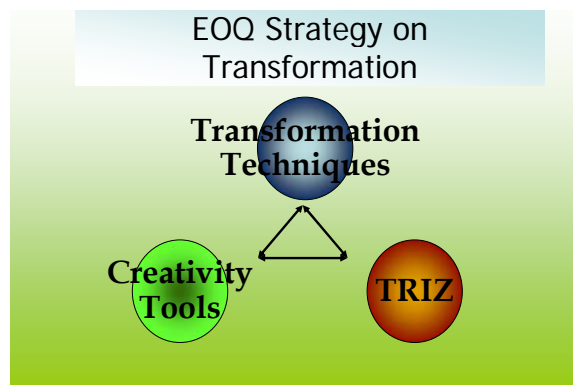


EOQ Your Partner for Transformation

Quality and Innovation
The way for Europe to win in the global economy

Quality has allowed us to be successful by teaching how to focus on the wishes of the customers and how to improve management to be more competitive. This was efficient in a controlled environment. In a global economy where the rules are not the same it is not enough. New ways need to be found to continue to have products and services that are the first choice for customers. In such an environment Innovation is a must for proposing new products and new services, and before the competition. This requires changes in mind set and behaviour for individuals, organizations and society. They have to transform themselves which is a complex process requiring the use of different types of intelligence (logic, observation, experience, intuition, feeling, love...).

EOQ is your partner in this journey

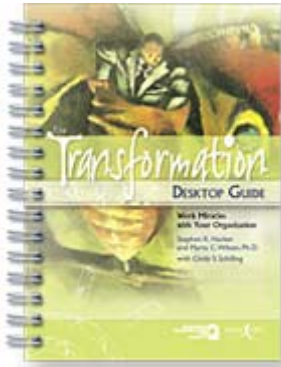
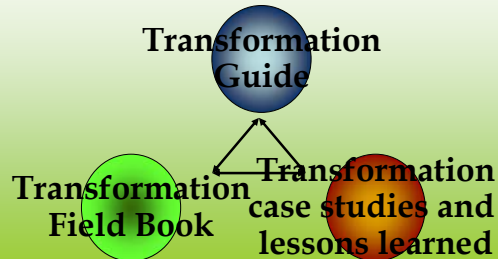


We propose to work with you in three directions:

1. Transformation techniques

We have published three books to help in this journey:

Books on transformation
published with GOAL-QPC



The "**Transformation Desktop Guide**" calls for new mindsets to achieve transformational results. The text invites consideration the essentials of self and the organisation. It offers practical ways to start and sustain the journey, a long journey requiring clear intention and energy. Finally, it speaks to the spirit of creation, which makes the route to transformation a rewarding experience.

The "**Transformation Fieldbook**" brings diverse concepts, methods and practices to accomplish transformational change. It is in a format that allows for choice of tools or techniques as a best fit for any situation. The end target is to reach one's essentials, thus moving the organization forward in a step-function improvement.

The "**Transformation cases studies**"

This book gives examples of organizations having introduced transformation for a long time with great success. It is the result of a common effort of organizations and individuals, working together over many years to help organizations to find new ways of leading and reaching their essentials.

The three Transformation books are linked with the research made by Shoji Shiba on transformation in organizations. Two books detail the present results of his research. The first book is the translation to French of his book "Breakthrough Management" which was written in Japanese and was nominated by the Deming Committee for the 2004 Nikkei Quality Control Literature Award, which it won; the second book is a rewrite in English of the prize-winning Japanese book with new content added.

2. Creativity tools



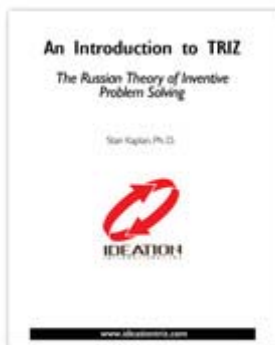
Stretch your organization's creative thinking ability with The Creativity Tools Memory Jogger, and develop innovative solutions to today's business problems. Brainstorming is just one of the 14 tools described in this practical guide to innovative thinking.

Other tools show you how to restate the problem so you can see it differently, generate new ideas, transfer knowledge from other areas, and identify all possible solutions to the problem.

Because innovation doesn't happen in a vacuum, the book explains how to develop an environment that enhances creativity, and how to integrate the tools in your organizational improvement activities.

EOQ provides books and training on the 7 creativity tools

3. TRIZ



"The process of solving technical problems is accessible to anyone, important to learn, and very exciting to work through. We can teach everybody to invent - G. S. Altshuller

The letters T, R, I, Z are the English acronym for the Cyrillic words which, pronounced phonetically, are Teoriya Resheniya Izobretatelskikh Zadatch, and which, translated, mean Theory of the Solution of Inventive Problems.

This title by itself brings up a second question: Can such a theory exist? After all, isn't invention a creative process? And isn't it therefore mysterious, capricious, random, and highly dependent on the individual in whom it occurs? The answer given by Genrich Altshuller constitutes the fundamental premise of TRIZ

Topics covered include levels of solutions, laws of development of engineered systems (i.e., patterns of evolution), technical and physical contradictions, separation principles, SU-field theory, and analysis of useful and harmful effects in systems 44 pages, including a contradiction matrix and 40 inventive principles.

EOQ provides books and training on TRIZ

For more information contact Sylvie Hendrick (sylviehendrick@compuserve.com)

Once in your life enjoy a Summer Camp

Summer Camp in Ukraine

The European Organization for Quality and the Ukrainian Association for Quality are pleased to welcome you on 8-12 July to the Summer Camp, which will be held in the place situated 70 km from Kiev. The picturesque site on the high bank of the Dnieper river, discussions within the working groups on the forest glades, meeting unordinary people of different professions, touching the history will enable us to overview the sense of organizations' being.

Contact: *Taras Kalyta*
quality@quality.kiev.ua

Summer Camp in Croatia

The focus of Summer Camp in Croatia will be on finding a link between generations. We have now experienced that often our dreams and visions can be successfully transferred to our colleagues but what about transferring our most precious emotions and experiences to our closest, our children or our parents. This Summer Camp is open to participants coming with one of their young child around 20-25 years old. It will take place in a beautiful island of the south of Croatia near Dubrovnik, September 2-6, 2006.

Contact: *Branka Sucic*
branka@oskaredukos.hr

Summer Camp On Education

The European Organization for Quality and Luleå University of Technology are pleased to welcome you to a Summer Camp on Educational Transformations June 27 – 29. The Camp will focus on the transformation needed in education, with a special focus on university education. The current European movement towards the Bologna agreement has to be seen as an opportunity for supporting these transformations. Possible threats have to be avoided or transformed into possibilities. The Summer Camp venue is in the far north of Sweden in Lappland, the land of the midnight sun. Abisko is world famous for its scenery, its wildlife and its collection of rare flowers and has been a popular destination for a hundred years.

Contact: *Bo Bergman*
boberg@mot.chalmers.se

Summer Camp Business and Compassion

It is at his first month of gestation. It is organised by ESQH Healthcare and is forecasted late August.

Contact *Marius Buiting*
m.buiting@cbo.nl

If you want to be informed on our activities in Transformation Please send a message to Sylvie Hendrick

sylviehendrick@compuserve.com