

Quality management and excellence have made high-cost countries like Japan, Germany, and Switzerland successful. From Kaizen to export dominance through premium quality - they embody craftsmanship and innovation that customers worldwide value and pay premium prices for.

## **The image and value dilemma**

Yet despite their proven benefits, the image has suffered. We live in a fast-paced world where people want immediate progress on sudden topics. In these new times, Quality Management systems (QM) and Excellence frameworks feel like they're from another era. When people hear "*quality management*," they think of bureaucratic processes and endless documentation. And when they hear "*Excellence*", they think of theoretical frameworks and time-consuming assessments. So many organizations miss out on the vast benefits that these virtues offer. **KAIZUNO® brings excellence back to the people** - from leadership to all employees, making it accessible and useful with immediate results and transparent value. Without required training or expensive certification courses.

## **What is the KAIZUNO® Excellence Journey?**

KAIZUNO® leads organizations naturally to sustainable excellence, anchored as daily routine in normal everyday business. It includes **three components**: a **natural approach** (5 Steps Success Formula), access to the KAIZUNO® **digital system**, and **coach support**.

## **How Does It Work?**

Organizations start with the "5 Days to Success" webinar where they learn the 5-step success formula. This formula integrates all essential excellence principles into a logical, natural sequence. The webinar shows how to apply this formula using "pen and paper" or the digital system. Between sessions, teams apply each step to their real excellence challenges using either manual methods or the digital system for structured evaluation. Teams using the digital system receive additional support: coaches help with customization before the webinar starts and provide follow-up consultations afterward. By end of the week, teams have concrete results. Afterward, they can expand by exploring specialized excellence areas or preparing for assessments and audits.

## **Available Excellence and Quality Offers**

- **Comprehensive excellence check** - Get a complete overview of current excellence maturity, ideal starting point for all excellence initiatives
- **Quality management check** - Get a complete overview of current QM maturity, ideal starting point for all quality initiatives
- **Employee interview preparation** - E-learning modules and AI interview simulator help staff prepare for assessment interviews

## What Organizations Achieve

**Excellence by doing** - everyone can immediately contribute to success without prior training. Teams develop their excellence while working on real challenges. When team members identify excellence opportunities to make their own work better themselves, they're naturally more committed to implementation. **Teams using the digital system additionally get:**

- **100% adaptation** to the organization's specific goals, challenges, context, processes, and stakeholders
- **Internal insights** showing where they are good and where they need to improve
- **Multiple assessment reports** from different perspectives: success factors, stakeholders, processes, and strategic goals
- **AI-powered inspirations** that naturally benchmark their practices against proven standards
- **Roadmap** to reach the next level of excellence
- **External assessment applications** and preparation, compatibility with all QM and excellence standards (e.g., ISO, EFE).
- Through **partnerships**, seamless assessments are possible - for example with ESPRIX Excellence Suisse
- Organizations gain security before assessments and audits, can improve beforehand, and compare their honest internal view with external auditor/assessor perspective. They have clarity within a week in just a couple of hours instead of weeks or months

## Prerequisites for Success

- **A real excellence or quality challenge, upcoming assessment/audit, or desire to win an award** - not general interest, but a specific goal
- **1-2 motivated people** willing to work on it with their team during the week
- **Time investment** - 5 x 1 hour webinar sessions plus application work afterward