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MAHATHIR-MANAGERS
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KUALA LUMPUR, NOV 26 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMAD TODAY CALLED FOR A GREATER COMMITMENT TO QUALITY AMONG MANAGERS IN ENSURING THE COUNTRY'S COMPETITIVE EDGE IN THE INTERNATIONAL MARKETPLACE.

HE SAID EVERY MANAGER MUST BE AWARE THAT MALAYSIA WAS ENTERING A NEW ERA OF COMPETITIVENESS AND AS SUCH A COMMITMENT TO QUALITY MUST BE INSTILLED FROM THE HIGHEST LEVEL IN THE NATION'S MANAGEMENT STRUCTURE.

+WITH THIS AWARENESS, THE SENIOR MANAGERS MUST INTRODUCE AND NURTURE THIS CONCEPT OF QUALITY RIGHT DOWN TO THE LOWEST LEVEL,+ THE PRIME MINISTER ADDED WHEN OPENING A SEMINAR HERE ON QUALITY MANAGEMENT.

AS MALAYSIA IS GIVING EMPHASIS TO THE EXPORT OF MANUFACTURED GOODS, HE SAID, SERIOUS ATTENTION MUST BE DIRECTED TO THE DEVELOPMENT OF INDUSTRIAL CAPABILITY BASED ON QUALITY.

DATUK SERI DR MAHATHIR HOPED THE WORK ETHIC BASED ON BELIEF AND CONFIDENCE IN QUALITY WOULD FORM THE BASIS FOR GREATER NATIONAL INDUSTRIAL EXPANSION. -- MORE

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DATUK SERI DR MAHATHIR ALSO SPOKE OF THE IMPORTANCE FOR MANAGERS TO BE OPEN-MINDED IN COPING WITH CHANGES AND NEW APPROACHES THAT HAVE TO BE ADOPTED IN THE FACE OF THE CURRENT ECONOMIC UNCERTAINTIES.

+WE MUST BE PREPARED TO REASSESS PRINCIPLES, METHODS AND MANAGEMENT STYLE. IT WILL BE UP TO SENIOR MANAGERS TO PROVIDE LEADERSHIP DIRECTION IN ADJUSTING TO THE PREVAILING SITUATION,+ HE SAID.

A CHANGE IN ATTITUDE IN THE CONTEXT OF QUALITY CONTROL WAS TO TAKE MORE SERIOUS INTEREST AS WELL AS GREATER PRIDE IN ONE'S WORK AND THAT OF THE ORGANISATION, HE SAID.

THE FEELING OF PERSONAL SATISFACTION WILL LEAD TO GREATER PRODUCTIVITY AND ENSURE WORK QUALITY AND, IN THE FINAL ANALYSIS, MAKE THE COUNTRY'S NAME AND IMAGE, HE ADDED.

DATUK SERI DR MAHATHIR SAID CULTIVATION OF THE QUALITY WORK ETHIC WAS A CONTINUING PROCESS, ONE WHICH SHOULD NOT CEASE EVEN ON ATTAINMENT OF THE OBJECTIVES. -- MORE

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+WE ASPIRE TO PERFECTION. BUT ONLY GOD IS PERFECT. NOT MAN, ALTHOUGH MAN IS NOT PROHIBITED FROM TRYING.+

+AS WE WILL NEVER ACHIEVE PERFECTION? OUR EFFORTS WILL BE A CONSTANT ATTEMPT TO REACH THAT LEVEL.+

THE SEMINAR, ORGANISED BY IBM AND SIRIM, WAS CONDUCTED BY DA THOMAS J. BARRY FROM IBM. MORE THAN 100 SENIOR GOVERNMENT AND PRIVATE SECTOR OFFICIALS ATTENDED. -- SERNAMA

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