

## CHAIR'S CORNER – Looking to the Future

by Jo Haberstok

Happy September! The summer months seemed to go by quickly for me.

Usually in summer we are extra active, with vacations, barbecues with friends, family and class reunions, and more social gatherings than during the rest of the year. This year we weren't able to do many of the usual summertime activities. I spent more time than ever with home and yard projects and gardening than ever before. How about you?

As we head into the final quarter of 2020, it's time to start thinking about our section and our 2021 future plans. We've been working on the business and budget plans, taking into consideration that it's likely that we will continue with more virtual meetings and online communications for at least part of the coming year.

Speaking of the coming year, I have some news to share. Thanks to some great section members who recently stepped up and volunteered to serve, we have been able to fill all of the required section positions for 2021! I will be sharing more details later, but they all know who they are, and I sincerely thank them for their commitment to our section's future.

I was reading some articles recently about decision-making and the various tools and techniques that can be used to help make and implement decisions. You are probably familiar with many of them – SWOT, Pareto analysis, Cause and Effect/Ishikawa, Force Field, Pugh matrix, and the list goes on.

Are you one of those individuals who makes decisions quickly and with no regrets? Or do you sometimes get hung up in analysis paralysis, trying to pull together all the possible information available before making a decision? Or maybe you fall somewhere in between? It's good to get the facts. But sometimes you need more than just facts – sometimes you also need to consider the potential effects a decision may have on others. In the end, it may come down to relying on your gut instinct or simply basic common sense. And, you can only ask yourself "But, what if..." so many times.

Here are seven steps (not including details of the tools mentioned above) for effective decision making. This is from an online [video](#) from Southern New Hampshire University (SNHU).

1. Identify the decision you need to make (to make a decision, you must first identify the problem you need to solve or the question you need to answer)
2. Gather information
3. Identify prospective alternatives
4. Weigh the available evidence
5. Choose the best action(s)
6. Take action
7. Review your results

Stay safe. Stay healthy. Stay positive.

- Jo

## Critical Behaviors in Times of Crisis

submitted by Robert Boykin

Most of us have never been in anything quite like the current situation with the COVID-19 pandemic. It doesn't matter if you are in a leadership role by title or if you are a team member or volunteer. This is new terrain and most of us are learning as we go.

I recently read a good article by Dee Ann Turner that I want to share, as I feel it provides some excellent information. Here are some highlights from the article.

### Five Behaviors of Great Leaders in a Crisis:

1. **They embrace reality and translate it into a vision.**  
Keep looking forward. Focus on the next opportunity and be ready for it.
2. **They prioritize the issues quickly and reprioritize as often as necessary.**  
Determine what needs to happen first and then next. Be prepared to pivot to a new priority and adjust strategy if/when circumstances change.
3. **They communicate to team members and customers with crystal clear clarity.**  
Be transparent. Provide the information needed. Admit what you don't know. Speak the truth but layer in encouragement.
4. **They focus on the concerns of others above themselves.**  
Maintain an attitude of "how can I help you" instead of self-protectionism and preservation. Recognize others are suffering, too. Use the opportunity to help others.
5. **They lead from the front.**  
Don't ask team members to do anything you are not willing to do yourself. If circumstances prohibit in-person connection, reach out constantly and listen to concerns. Remain visible and accessible, even if only virtually.

The call to leadership is often greatest in a crisis. As goes the leader so goes the organization. Many leaders have gained followership in the crucible of a crisis. This is not a time for leaders to retreat into the chaos, but instead to rise to the moment and display the behaviors that will help their organizations not only survive, but even thrive in the aftermath.

On a related topic ... Do you spend a large part of your work day in meetings? Have you wondered how to make them more productive and effective? For anyone who may be interested, I saw this free online webinar offered by the Niroga Institute on October 14: *Mindful Meetings: Transforming Organizational Culture*. You may want to [check it out](#).

Be well and be safe.

- Robert

**DATE**

Wednesday,  
September 16, 2020

**eAuditing Fundamentals:  
Introduction to Virtual Audits**

This is a virtual/online meeting. Meeting information and instruction for how to join the meeting will be provided 24 hours before the event.



Time: 6:30 PM – 8:00 PM PDT

Cost: Free for ASQ members and non-members

To register for this online/virtual meeting, click [here](#).

**Attendance at this meeting earns 0.5 RUs toward ASQ recertification.**

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the San Gabriel ASQ Section, click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/)

**Tatiana Miranda**  
**Principal Supplier Quality Development Engineer**  
**Nutrilite**

When you talk with a group about remote auditing—or eAudits— you often hear two opposite, strong sides. Some auditors are vehemently opposed to the practice, while others are open to the idea (per JP Russell, author of *Auditing in Virtual Environments*, ASQ Quality Progress, January 2011.)

The obvious great benefit of eAuditing is more efficient use of resources, while the biggest enemy has been the lack of face-to-face interaction with the auditee and the environment. During the current COVID pandemic, these kinds of eAudits are now being looked at as a “must” since most companies are not authorizing travel, and regulations in different countries all over the world are also impeding travel at this time.

To help clarify about eAudits, Tatiana will present basic information on eAudits, resources collected from ASQ, and will offer some tips on pre-work and performance of eAudits. Attendees will:

- Learn what an eAudit is
- Learn five steps to prepare for an eAudit
- Learn two methods for operational view during an eAudit
- Acquire a checklist for implementation of eAudits in their organization

*About the speaker: Tatiana Miranda is a Principal Supplier Quality Development Engineer at Nutrilite, located in Buena Park, CA. She currently supports the Functional Foods & Beverage categories, as well as specialty dietary supplement suppliers. She has held numerous positions in different industries including Fresh and Frozen Seafood, Bottled Water, Beer, Soft Drinks & RTE Refrigerated Products; she also has experience in supporting and implementing FSMA, FSVP ISO 9000, 14000, 22000, BRC and NSF standards. Prior to Nutrilite, Tatiana worked as the Quality Manager with Sabra Dipping Company and was a Packaging Quality Engineer for SAB-Miller Breweries. Tatiana has a B.S. in Food Engineering, specializing in Biomaterials & Food Processing and a Master's Degree in Food Science. She is an ASQ CFSQA, a PCQI Lead Instructor, a HACCP Trainer, and an adjunct faculty member at Chapman University where she teaches “FSN 505 Food Safety and Quality Assurance” for graduate students. She also consults for a few local food and beverage business in SoCal and Arizona.*

**DATE:**

**Thursday,  
September 17, 2020**

**This is a virtual/online meeting. Meeting information and instruction for how to join the meeting will be provided 24 hours before the event.**

**Time: 6:00 PM – 7:00 PM PDT**

**Cost: Free for ASQ members and non-members**

To register for this online/virtual meeting, click [here](#).

**Attendance at this meeting earns 0.5 RUs toward ASQ recertification.**

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the Greater Houston ASQ Section #1405, click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/)

## **Modeling and Reducing Variation in Design and Manufacturing**



**Bryan Dodson**  
**Executive Engineer for SKF**

Engineers are taught to create designs that meet customer specifications. When creating these designs, the focus is usually on the nominal values rather than variation.

We need designs that are insensitive to variability in the inputs; for example, an engineer choosing nominal values for the resistors in a voltage divider that minimize the variation of the output voltage. Much of the literature on robustness is dedicated to experimental techniques, particularly Taguchi techniques. Taguchi techniques advocate using experiments with replications to estimate variation. The goal is to optimize the signal-to-noise ratio where the signal is the nominal output and the noise is the variation of the output.

Mathematical formulas based on derivatives to determine system variation based on input variation and knowledge of the engineering function will be presented in this virtual event, along with animations to allow for a user-friendly presentation. If the function is unknown, experimental techniques may be used to empirically estimate a function. These techniques work equally well for designing.

*About the speaker: Currently Executive Engineer for SKF, Bryan Dodson has 30 years of leadership in product development and manufacturing. Prior to joining SKF, he held the positions of Senior Director Corporate Quality & Continuous Improvement for Collins & Aikman and Senior Manager of Quality & Reliability Engineering with global responsibility for Visteon. Dr. Dodson has authored several books including: Probabilistic Design for Optimization and Robustness for Engineers, the Reliability Engineering Handbook, Practical Accelerated Testing, and Weibull Analysis: with Software. Dr. Dodson has also developed several software packages including the Reliability & Maintenance Analyst which is the standard for NASA. He is an ASQ fellow, an SAE fellow, a licensed professional engineer, an ASQ certified quality engineer, and an ASQ certified reliability engineer.*

## SEPTEMBER MEMBER GIFTS – QUALITY 4.0

We are all facing a lot of challenges at this time. Many organizations are dealing with global disruptions, from pandemics to economic turmoil. These and other challenges make it more important than ever to understand and embrace Quality 4.0 and its technologies. And, while not easy, this is a great opportunity for quality professionals to play key roles in leading important initiatives, educating others and helping their organizations continue to thrive and be successful.

This month's free gifts for ASQ members include:

- **A Free Audiobook and E-Book Sampler** including *The Digital Helix: Transforming Your Organization's DNA to Thrive in the Digital Age* and *Connected, Intelligent, Automated: The Definitive Guide to Digital Transformation and Quality 4.0*
- **Multiple Expert Webcasts** covering how to become a digital transformation leader, developing the critical Quality 4.0 skill of complex problem solving, and best practices for restarting your shop floor, and more
- **ASQTV Videos** including *Quality 4.0: Positioning for Future Success*, *Implementing Quality 4.0* and *Finding New Quality Careers*, and *Leading Robotic Process Automation and Lean Six Sigma*
- **Downloadable Articles and Resources** covering a range of Quality 4.0 and digital transformation topics and methods.

Access your free gifts by September 30 by clicking [here](#).

## SIGN UP AND ENGAGE WITH myASQ

by Jo Haberstock

Calling all Columbia Basin ASQ members - Have you signed up for myASQ yet?

I have noticed that not very many of our section members have taken the few minutes needed to sign up for our section's [myASQ Community](#). We post information about upcoming events there on a regular basis, and you will also find a discussion area where you can share with other members about what you would like to see offered at future section meetings/events, etc.

The myASQ platform offers members accessible, timely and relevant solutions, meaningful networking, and interaction with like-minded quality professionals. It is a centralized, online source designed to support members in learning and using quality tools. You can access information from the many ASQ divisions/forums as well.

If you have an ASQ.org account, you automatically have access to my.asq.org through the same log-in; on your first visit to my.asq.org, you will need to log in to be recognized.

One of the key benefits of the entire myASQ community is the ability to expand your network and connect with others. The member directory and connections are exclusive member benefits. Other benefits include access to all the ASQ sections and divisions, ASQ news, and discussions on a number of quality-related topics.

If you haven't already done so, please sign up and check out our myASQ Community soon.

## ASQ QUALITY 4.0 VIRTUAL SUMMIT

### September 28-30 – Virtual Event

By aligning quality practices with the digital environment, Quality 4.0 connects people to machines and machines to data.

Companies that successfully navigate a digital transformation see significant value chain improvements across customer satisfaction, operational efficiency, and company culture, but the number of enterprises currently embracing Quality 4.0 remains low.

The reason? Drafting a successful Quality 4.0 plan can be complicated, with many quality professionals unsure or even unaware of the tools required to frame out the project. What's more, most Quality 4.0 initiatives are typically led by IT or engineering departments rather than quality teams, preventing effective change from the ground up.

At the 2020 Quality 4.0 Virtual Summit, quality professionals and organizations will learn how to map a surefire digital transformation strategy and become architects of a resilient, successful project that is built to last. This year's event features new offerings, including:

- A Quality 4.0 101 workshop to preview key concepts and terms, identify shifts in quality practitioner job descriptions and roles, and demonstrate how 4.0 elements can be applied to an organization
- Concurrent sessions addressing disruptive technology and impacts to an enterprise, the future of the quality professional, ways to leverage quality within a company's transformation and Quality 4.0 adoption use cases
- Opportunities for networking and engagement with quality professionals from an array of industries including manufacturing, automotive, aerospace, medical and healthcare, college and university, food and drug, chemical and process, design, energy and environmental, government, audit and more

Cost for the Summit is \$499 for ASQ members, \$99 for ASQ student members, and \$599 for non-members. For more information and to register, click [here](#).

## QUOTE OF THE MONTH



## CREATING YOUR SHOT - Business Insights from Magic Johnson

September 17 at 10 am PDT

This special webinar, sponsored by UPS, features NBA legend Earvin "Magic" Johnson and Gerard Gibbons, UPS President of Small Business and U.S. Marketing. Magic will share his keys to success in both basketball and business. They will also discuss what businesses can do to overcome the challenges of the coronavirus pandemic and come through even stronger.

- Hear insights on how Magic Johnson has overcome obstacles in his basketball and business careers and how those lessons can apply to your business
- Learn about the quality that Magic Johnson believes is most important for success on the court and in business

To sign up for this free webinar, click [here](#).

## ISO 45001 VERSUS OSHA AND COR

Live Webinar – September 29

What are the differences and where do they align?

**ISO 45001** is the new global standard for occupational health and safety, and we have seen increased adoption of the standard since it was published in March 2018. **OSHA** is The Occupational Safety and Health Administration, an agency of the United States Department of Labor. OSHA's mission is to assure safe and healthy working conditions for working men and women by setting and enforcing standards and by providing training, outreach, education and assistance. The Certificate of Recognition program (**COR™**) is a Canadian occupational health and safety accreditation program that verifies a fully implemented safety & health program which meets national standards.

These programs all promote the health and safety of workers, which is especially critical now as we work through the COVID-19 pandemic. But what are the differences between the programs and where do they align? A comparison of ISO 45001, OSHA, and COR may provide valuable information to employers looking to select and or improve upon the health and safety framework best suited to their businesses.

This free one-hour webinar, on September 29 at 11 am PDT, is sponsored by [BSI](#) (British Standards Institution). It will provide the following:

- Overview of the ISO 45001 requirements and clauses, and integration with other ISO standards, such as ISO 9001 and ISO 14001
- Why leadership commitment and worker participation are vital to the success of any health and safety system
- Hazard and Risk identification and control
- Performance Evaluation and Continual Improvement of the system
- The differences between ISO 45001, OSHA, and COR and how they align and can be used together to fortify your health and safety program

To register or to learn more, click [here](#).

## SEPTEMBER IS NATIONAL SUICIDE PREVENTION & AWARENESS MONTH

A mental illness is a condition that affects a person's thinking, feeling or mood. Such conditions may affect someone's ability to relate to others and function each day. Each person will have different experiences, even people with the same diagnosis.

Treatments for mental illness vary by diagnosis and by person. Getting a diagnosis is an important first step. There is no "one size fits all" treatment.

Visit the [website](#) of the National Alliance on Mental Illness (NAMI) for information about suicide, including warning signs, risk factors and more.

If you or someone you know is in crisis or struggling with suicidal thoughts, call the National Suicide Hotline at 1-800-273-TALK (8255) or text NAMI to 741-741 to be connected to a free, trained crisis counselor on the Crisis Text Line. In an emergency, call 911.

## THREE RIVERS COMMUNITY FOUNDATION OPENS APPLICATIONS FOR NONPROFIT GRANT PROGRAM

Applications due September 25

If you know of any charitable organizations in Benton or Franklin Counties that may be interested, please be sure to share this with them. Nonprofits that provide services in either county can apply for a grant from Three Rivers Community Foundation (3RCF) to support their programs and services. This annual grant program has given over \$5.2 million back to the communities since 2004; in 2019, almost \$83,000 in grants was distributed to 28 nonprofits.

As a community foundation, 3RCF is charged with holding and investing funds for various donors and organizations and distributing the proceeds of those investments for charitable purposes. While some of the distributions are directed by donors, 3RCF maintains an unrestricted fund to support an annual application-based grant program.

The application process is open now with a deadline of September 25th. All funding decisions will be made by the 3RCF Board of Directors. Funds will be distributed in November. To access the application and to review grant guidelines, visit <http://3rcf.org/non-profits/how-to-apply-for-a-grant/>.

Has your email address changed? Help us keep you informed of Columbia Basin ASQ events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click "My Account" to update your membership record. You can add or make email, address and phone changes in the "Contact" tab, and then click on the "email preferences" tab to be sure you are subscribed to receive future Section communications.

## HYGIENE GIVEAWAY EVENT SEPTEMBER 26

### Tri-City Union Gospel Mission in Pasco

We may not always think about some basic items in our homes as being hardship items for others - items such as shampoo, laundry soap, diapers, and toothpaste. The folks at the Mission see these needs on a daily basis and want to help meet them.

This is the first event of this kind for the Mission. On September 26 from 2pm to 3pm they will be providing basic hygiene supplies for those in need at their facility at 221 S. 4<sup>th</sup> Avenue in Pasco.

If you would like to get involved in supporting this and future events like it, please consider making a donation of some of the following items:

- shampoo
- conditioner
- toothbrushes/toothpaste
- deodorant/body soap
- diapers and baby wipes (all sizes)
- formula (unopened)
- toilet paper
- paper towels
- home cleaning products and laundry soap

Volunteer opportunities will also be available. Check their [Facebook page](#) or [website](#) for more information.

## FALL FUN

Here's another little test to see who really reads the newsletter each month – and mostly just to have some fun.

For the first three (3) section members who respond back with all the correct words circled (scan or take a photo) to [0614asq@gmail.com](mailto:0614asq@gmail.com) by September 21, you will win a gift card.

### Autumn Season

I	M	U	S	K	R	A	T	R	A	L	R	F	I
N	H	F	S	G	N	I	P	M	A	C	L	H	R
N	N	Y	H	C	N	U	R	C	O	A	A	O	D
E	B	O	N	F	I	R	E	R	N	F	E	A	N
B	K	M	H	A	M	C	H	N	G	A	L	K	F
D	L	T	K	E	K	I	E	I	A	L	L	R	G
I	A	A	R	S	R	L	T	A	R	L	A	C	R
S	A	S	N	E	U	D	S	R	C	C	E	E	O
O	S	H	F	K	E	D	E	E	S	O	H	Y	U
M	E	A	F	T	E	S	E	E	K	E	R	T	N
A	V	T	O	A	K	T	A	E	A	I	S	N	D
P	A	E	L	P	P	A	S	I	R	U	H	N	H
L	E	H	D	S	G	E	D	I	R	Y	A	H	O
E	L	S	Q	U	I	R	R	E	L	Q	E	N	G

SQUIRREL  
BLANKETS  
FLANNEL  
HIKES  
SCARF  
MAPLE  
HAYRIDE  
TREES  
BONFIRE  
MUSKRAT  
DEER  
GROUNDHOG  
APPLE  
CRUNCHY  
ACORN  
CAMPING  
OAK  
LEAVES  
FALL  
HAT

Play this puzzle online at : <http://thewordsearch.com/puzzle/59614/>

## HRPCT VIRTUAL CONFERENCE

September 29 – October 1

HRPCT was initially organized in 2003 as the Human Performance, Root Cause and Trending Association. In 2019 they formally changed the name to the HRPCT Association. Their mission is to provide a collaborative setting for participants to share concepts and best practices related to continuous improvement initiative – including human performance improvement, data analysis, root cause analysis, corrective action and other organizational effectiveness assessment tools and techniques.

HRPCT's goal is a safe and highly reliable world through event prevention and organizational learning. Whether the interest is in manufacturing, healthcare, energy, power generation or oil and gas, there are practitioners ready to share information to guide the journey, and inspiration to fuel it.

Their first virtual conference is being held September 29 through October 1. They have hand-picked six excellent and diverse speakers who will bring industry knowledge to their presentations. Each day will feature two speakers – one in the morning and one in the afternoon. Between the morning and afternoon sessions, attendees will be broken into discussion groups to review and reflect on the session subject matter. There will also be vendors, with short videos of products and services.

Of note: One of the conference presenters is Steve Prevette, our section's webmaster. Steve will share information on "The Essence of Trending" on September 29.

Cost for the conference is \$100 for any one day or \$250 for all three days. For more information, click [here](#).

## MARK YOUR CALENDAR – ANNUAL SIGN BENEFIT OCTOBER 22

The mission of SIGN Fracture Care International (SIGN) is to give the injured poor access to fracture surgery by donating orthopaedic education and implant systems to surgeons in developing countries. Years ago, SIGN developed an innovative implant system for treating patients in low-resource hospitals. This system can be used without expensive x-ray imaging or electricity.

SIGN empowers surgeons. They build sustainable orthopaedic capacity in low and middle-income countries by educating local surgeons to care for and treat patients in their home communities.

They provide healing to the injured poor around the world. SIGN Surgery enables people with severely broken bones to walk within one week of surgery.

Help heal the injured poor by supporting SIGN during their annual benefit event on October 22. Hear the latest news from SIGN Surgeons, bid on awesome live auction items, and raise your virtual paddles to help SIGN reach their goal. For more information, click [here](#).

## PACIFIC REGIONAL QUALITY CONFERENCE – NOVEMBER 6 & 7

**Recover Stronger with Quality:** *Surviving a drastic change while balancing organizational complexities using Innovation, Risk Management, Quality Principles, and Technology*

Introducing the first Pacific Region Quality Conference (PRQC). (Our Columbia Basin Section is part of the Pacific Region.) The mission is to provide a forum for like-minded professionals to share their ideas and learn from workshops and presentations resulting in enhancements to personal development and business acumen, building on the foundation of quality.

Spread the word among co-workers, friends, or anyone you know that might benefit from attending this event. With a selection of workshops on Friday, an impressive slate of speakers on Saturday, and networking opportunities throughout, there will be valuable takeaways for everyone.

- **NextGen:** Quality tools and methodologies are helpful to a successful career in Quality. Learn how to utilize quality tools within your industry, understand the Quality Management System requirements for different industries and promote quality culture within your organization through innovative approaches.
- **Management Excellence:** Organizations can build a cultural foundation that encourages innovation, reduces risk, and creates an enterprise-wide commitment to quality at every level. Leverage proven techniques and practices that have made fellow quality professionals successful by using industry benchmarks, leadership skills and emotional intelligence.
- **The Enthusiasts:** Explore leading-edge approaches to quality program implementation and get insight into how industry frontrunners leverage best practices, emerging technologies, and advanced tools to enhance results.
- **Digital Disruptions:** Understand and translate the business process requirements into an integrated, scalable, universally accessible, and light on resource needs is critical in today's Quality environment. Get a taste for some of the leading IoT implementation options that aid in all aspects of business data and process management needs as well as how they help you claim conformance to industry standards.

Cost is \$35 for the Friday workshop, \$35 for the Saturday conference, or \$60 for both. For more information and to get registered for the workshop, conference or both, click [here](#).

### Publication Information

This newsletter is published on a regular basis to inform members and potential members about Columbia Basin ASQ activities and other news/information that may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.

## OCTOBER IS DISTRACTED DRIVING AWARENESS MONTH - TAKE THE PLEDGE!

On a typical day, more than 700 people are injured in distracted driving crashes. Talking on a cell phone – even hands-free – or texting or programming an in-vehicle infotainment system diverts your attention away from driving. Keep yourself and others around you safe and #justdrive.

Distracted Driving Awareness Month, typically observed in April, was postponed until October this year because of the COVID-19 pandemic. But we shouldn't need a specially designated month to drive safely and to encourage others to do the same.

Help make our roadways and everyone who uses them safer. Sign up to receive free materials (posters, fact sheets, social media posts and more) and share them with your work colleagues, friends and family. Click [here](#) for more information.

AND ... Commit to driving distraction free by taking the National Safety Council's **Just Drive** pledge.

### The Just Drive Pledge:

I pledge to Just Drive for my own safety and for others with whom I share the roads. I choose to not drive distracted in any way – I will not:

- Have a phone conversation – handheld, hands-free, or via Bluetooth
- Text or send Snapchats
- Use voice-to-text features in my vehicle's dashboard system
- Update Facebook, Twitter, Instagram, Vimeo or other social media
- Check or send emails
- Take selfies or film videos
- Input destinations into GPS (while the vehicle is in motion)
- Call or message someone else when I know they are driving

Take the Pledge [here](#). Thanks to a partnership with The Zebra, the nation's leading insurance comparison site, The Zebra will donate \$1 for every pledge taken and match 100% of every donation made, up to \$5,000, through November 6 to support NSC work to keep everyone safe on the road.



## 11 WAYS TO BUILD TRUST

(from Jon Gordon)

Here are some thoughts from Jon Gordon about building the trust that is essential for great relationships. You probably already know many of these, as they are common sense. However, Jon says that often in the midst of the chaos of life and work we forget some of the most simple and powerful truths that actually matter most. Consider these 11 thoughts about trust.

1. Say what you are going to do and then do what you say!
2. Communicate, communicate, communicate. Frequent, honest communication builds trust. Poor communication is one of the key reasons marriages and work relationships fall apart.
3. Trust is built one day, one interaction at a time, and yet it can be lost in a moment because of one poor decision. Make the right decision.
4. Value long term relationships more than short term success.
5. Sell without selling out. Focus more on your core principles and customer loyalty than short term commissions and profits.
6. Trust generates commitment; commitment fosters teamwork; and teamwork delivers results. When people trust their team members they not only work harder, but they work harder for the good of the team.
7. Be honest! My mother always told me to tell the truth. She would say, "If you lie to me then we can't be a strong family. So don't ever lie to me even if the news isn't good."
8. Become a coach. Coach your customers. Coach your team at work. Guide people, help them be better and you will earn their trust.
9. Show people you care about them. When people know you care about their interests as much as your own, they will trust you. If they know you are out for yourself, their internal alarm sounds and they will say to themselves "watch out for that person."
10. Always do the right thing. We trust those who live, walk and work with integrity.
11. When you don't do the right thing, admit it. Be transparent, authentic and willing to share your mistakes and faults. When you are vulnerable and have nothing to hide you radiate trust.

*Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His tips have been featured on The Today Show, CNN, Fox and Friends and in numerous magazines and newspapers. Check out his website at [www.JonGordon.com](http://www.JonGordon.com).*

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 80 members in Columbia Basin ASQ as of September 2, 2020.

2020 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2020	
Section Chair	Jo Haberstok
Secretary	Robert Boykin
Treasurer	Kent Ozkardesh
Audit	Stephen Pottle
Membership Chair	Sam Adams
Certification/Recertification	Patrick Faulk
Nominating Chair	Robert Kuhlman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair (acting)	Jo Haberstok
Programs Chair (acting)	Jo Haberstok
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach Chair	Vacant

