

**Date:** December 16, 2003

**Topic:** Senior Leaders Role

**How did you accomplish this topic during your implementation?**

Siemens ICN's senior leadership team provided opportunity to review other Quality Management Systems (QMS) prior to implementing their own Quality system. Leaders provided strong intense support to Quality Management System implementation. The Quality Management System Manager prepares the memo with the messages to communicate regarding the QMS and provides it to senior leaders who then deliver these messages to their entire organization via intranet, and town-hall meetings. The\_QMS is also discussed as part of company strategy development. Quarterly Q & A session meetings are held with the CEO covering Quality issues as well as other business issues.

**What resources/tools/vendors were used to accomplish this task?**

N/A

**Was there any benchmarking activity?**

No

**What lead you to use this method?**

Siemens' way of doing business

**What worked and what didn't work?**

Senior Management commitment and involvement was essential to the success of Siemens' QMS.

**What recommendations do you have for others attempting to use your method?**

**How did you measure the effectiveness of this method?**

Siemens achieved their TL9000 registration goal. In addition, their QMS met the needs of the partner organization and team members. Customer satisfaction metrics, Score card as well as reduction in scrap, rework and field returns were the indicators of the success of the overall Quality Management System that benefited from Senior Management Involvement.