

# ASQ/IIE Joint Event

March 10<sup>th</sup>, 2015

One good way for our members to network is for our chapter to partner with other professional organizations. It provides an opportunity to meet people from other companies with a little different perspective. In March IIE Twin Cities partnered with ASQ MN for the third consecutive year. The event followed ASQ's typical Program Meeting agenda with two speakers and a tasty dinner.



**Inferences from Song Choices**

"I kind of know Customer X now because of the songs she chose."

Songs

2013 Charles A. Liedtke, PhD, High Performance Systems 22

**+ Inferences from Tweets**

"I think I know Customer X even better now because of her Tweets."

Tweets

Songs

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**"Oops—It is an elephant!"**

Survey

Travels

Likes

Friends

Tweets

Books

Pics

Movies

Songs

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The first speaker was Karen Maskell who provided her insight with "Accelerated Results with Change Management". Ms. Maskell stressed the PROCESS of change (vs the EVENT) as well as why we change and how that should affect this process. In addition, Ms. Maskell emphasized that the #1 success factor in change management is Sponsorship from the right level within an organization. Employees evaluate the importance of change based on what they see and hear from senior leaders therefore active, visible and engaged Sponsorship is key.

Dr. Charles Liedtke presented "Big Data – A Glimpse Into the Future". Although Dr. Liedtke is heavily involved in advancing "big data" in his research, take-a-ways included the reminders that (1) even the very best are often only 40% accurate when applying "big data" learnings so be careful what you infer and (2) to not to get too caught up in the trend and forget about the value of the "little" (single event) and "medium" data learning opportunities. Both topics offered new insight and the dinner was fantastic.

Slides from both presenters are available review on the MN ASQ website: <http://mnasq.org/archives/presentations/>

**Thanks to MN ASQ for putting this together and to everyone that was able to make this joint event and represent IIE TC!**