

ASLI Goes into TQM Consulting



The Chief Executive Officer of ODI Asia Pacific, Mr Richard Murphy, the Managing Director of SungeiWay Group, Mr Chew Chee Kin and Mr Michael Yeoh at the Press Conference after the signing ceremony.

ASLI has consummated a new partner relationship with Organisational Dynamics Inc. (ODI Asia Pacific) to market and deliver ODI's Total Quality Management (TQM) consulting services and programmes throughout Malaysia.

Organisational Dynamics, Inc. (ODI) is a Boston, Massachusetts USA-based research, training and consulting company with offices throughout the world, helping clients achieve their most important strategic goals and objectives. ODI has been serving clients in the Asia Pacific region for the past twelve years, and in 1993 established a regional headquarters in Singapore to support its clients and partnerships in this part of the world.

ODI which is regarded as one of the world's top TQM consultants has over 1,500 clients worldwide.

A signing ceremony was held recently at Menara SungeiWay whereby ASLI was appointed as ODI's exclusive representative for marketing, sales and delivery of ODI's proprietary consulting methodologies which include

Management Development Needs Survey, Managing for Productivity, Quality Action Teams, The Quality Advantage, TQM Implementation and Measurement Software, Quality Strategy & Planning, Making Quality Work, The Voice of the Customer and Managing Process Improvement.

ASLI's director, Mr Chew Chee Kin who is also Group Managing Director (Operations) of the SungeiWay Group signed on behalf of ASLI whilst Mr Richard Murphy, Chief Executive Officer of ODI Asia Pacific signed on behalf of ODI.

At the signing ceremony, Mr Chew said that the tie-up will bring ASLI to the next level of providing knowledge and solutions to organisations. Mr Chew added that the partnership will widen ASLI's range of products and services.

The ASLI-ODI partnership has a vision of becoming Malaysia's foremost Total Quality Management consulting and training company, linked to global research and products, proven

effective in hundreds of client organisations across cultures. ASLI's Executive Director, Mr Michael Yeoh says, "The strength of this partnership will make us the TQM consultants and trainers of first choice, and timing for this united effort is consistent with expressed needs in the market for the highest quality products and services at the lowest possible costs."

ASLI's Executive Chairman, Mr Mirzan Mahathir said, "TQM is a key towards successful organisation change and enhance business competitiveness." "TQM is vital for the nation to achieve Vision 2020," added Mr Mirzan.

"Total Quality Management is nothing but good management practices and common sense. It's ensuring that the voices of customers, employees and business processes are in alignment to achieve desired results. The competitive advantage of "customer focused" organisations, will be a significant factor in helping Malaysia achieve its Vision 2020," says Mr Richard L. Murphy, Chief Executive Officer of ODI Asia-Pacific.

ODI will transfer technology to ASLI's managers and consultants and certify them to be trained facilitators to deliver ODI's range of consulting and training services.

**For further information,
please contact :**

**Ms Jean Wong
Group Business
Development Manager
ASLI-ODI Malaysia
Tel: 03-731 7775, 731 4753
Fax: 03-731 4758/59**