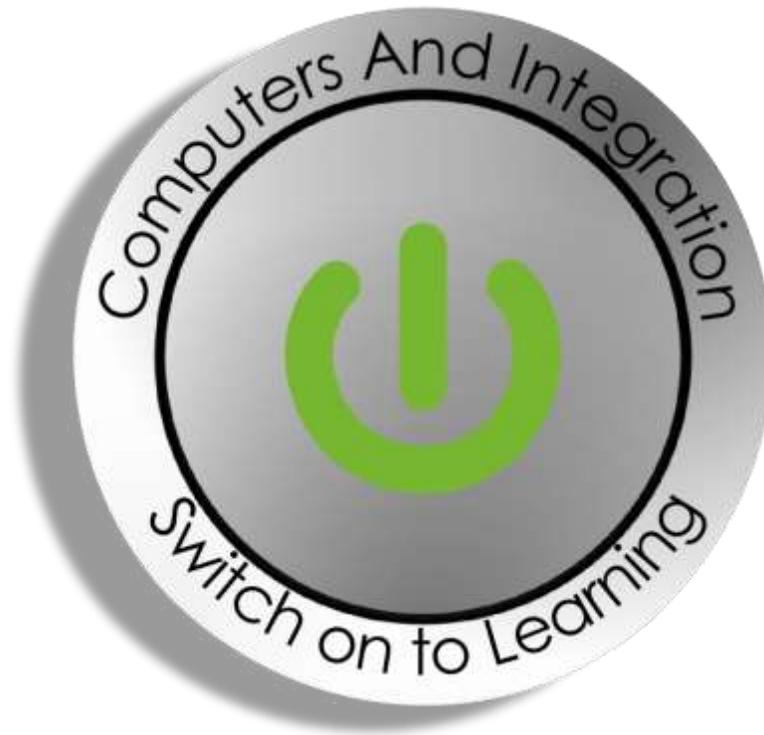


The impact management has on innovation, high quality products and profits

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## **Preface**

Management is full of complexities – it is ultimately a complex task, therefore it shouldn't be taken lightly. There are many different approaches to management in existence today, and each approach is unique, and based upon somebody's paradigm. Basically, each management strategy, or solution, that exists is derived from somebody's opinions, beliefs, knowledge and view of the world. In addition, each management solution is devised to work within a specific environment, or situation. Therefore, as a result this composition of custom elements makes each and every management solution unique and complex.

## **Work to increase motivation and improve quality**

Good management solutions often result in increased motivation of the workforce. Such motivation could be a result of implementing performance related pay, thereby encouraging workers to work for their living. Other methods of increasing motivation may include monitoring workers to ensure they work, or even bribing workers to make them work harder.

Whichever method is chosen to increase motivation, an increase in motivation tends to lead to increased innovation and higher quality products as a result.

The reason for increases in motivation relating to increased innovation when using something like performance related pay is basically because people are striving to come up with new ideas (innovation) in order to prove their worth, and therefore receive higher salaries as a result.

Basically, people are generally complex – they say one thing and mean another. For example, some people may say that money doesn't matter to them, but the reality is that they're lying because money is what makes the world go round. Moreover, people will go to extreme lengths to earn more money. Therefore managers can exploit this greedy desire and implement something like performance related pay in order to increase productivity and innovation.

Further, increased innovation leads to an increase in product quality. This therefore leads directly to an increase in profits because the greater the quality of a product; the more money consumers will be willing to part with. Thus, leading to higher profits for a business. At the end of the day, if something's good for a business, it's good for society.

Put simply, product quality is a perceived value and it's usually related to cost. Good management is about achieving the greatest quality for the least cost, and in addition gaining a profit (if the organisation is a profit making one).

Moreover, quality is generally the way in which we see something, or judge something. For example, the Mercedes Benz and Jaguar are perceived by most as being classy (quality) cars. That perception makes up their image as being well-respected cars.

Furthermore, quality generally improves as we strive to make something better. More specifically, as quality increases, so do our expectations. Therefore quality relates to expectations. This means that organisations are constantly trying to improve their products. Moreover, quality also relates to cost. For example the better the quality of something; the greater the cost because achieving higher product quality costs more money to produce. Therefore, the choice of a product for a consumer is usually a trade-off between quality and cost.

### **Adopt a dynamic process to management and adapt to reflect the moving of society**

Generally, consumers do not know what they want - it's the manufacturer that sees the moving of society and the chance to make a buck! Put simply, quality is a moving object, dealing with the changing of society. Therefore a good management technique should be a dynamic process – changing to accommodate the moving of society.

### **Aim for continuity to provide quality**

Further, high quality products increase profits without a shadow of a doubt, which ultimately help to achieve success in business. Being successful in business allows businesses to continue working to develop high quality products, thereby delighting the consumer. Also, a successful business provides continuity to its customers in the sense that it can continue providing a service to them, and in addition, it can also contribute to the economic stability of a nation.

Furthermore, good management will ultimately contribute to a better working environment for workers, and a better working environment will lead to higher quality products, which in turn increase profits for a business. This 'good management' can be achieved by combining knowledge, opinions, and well-known management techniques such as those introduced by W. Edwards Deming, for example.

### **Learn by observation**

Basically, the fundamental view of management is to think of management as a science. Moreover, one of the core components of successful management is to learn by observation – observe what others are doing – and develop theories by which we can create a solid foundation towards management and indeed gain knowledge and understanding of how workers can be best supported to ensure they achieve success in business.

## **Devise your own unique management solution**

Further, to achieve good management on the whole, it is advisable that a manager devises his/her own management solution that fundamentally relates to the specific organisational structure, environment, where the solution will be applied. Adopting the management solution of other organisations is not a very effective and efficient method of devising a management solution as it will have been devised for the other organisation's structure.

Subsequently, it is much more efficient to devise a unique, organisation-oriented management technique that relates specifically to the organisation where the manager resides. This approach to management will ensure a cost-effective quality control process for the manufacturing of products.

Moreover, a good management technique is fundamentally the key to a successful business because the purpose of management is to organise the system (organisation) and the workers within that system to ensure smooth day-to-day operation of that system. Conversely, without a good management technique moral, innovation and product quality is likely to suffer. In addition, the chance that the organisation will flounder over time is increased.