

## Book Review 'Absolute Quality Organization: Balance and Harmony for Excellence' (Malay Version)

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### Book Review

Written by Dr. Thomas J. Barry, this book is based on his vast experience as a consultant and a variety of management for many organizations in the public and private sectors across Asia, America and Europe. In this book, he shares his experience in the field of quality management, forward step by step guide and the actual application of quality management principles in language that is easily understood. Nowadays, business owners, entrepreneurs, management in the public and private sector often face pressure from changes in new technologies, intense competition and rising customer expectations for product and service. According to the author, to deal with this pressure force, an organization should be committed to adopt a corporate culture that emphasizes quality and excellence in all aspects of its organization. Among the topics addressed in this book include the achievement of balance and harmony in an organization, the characteristics of a leader who cares and effective, strategic planning and succession, focus process to achieve customer satisfaction, productivity and innovation, a preview of the organization of the future as organization that fosters creative thinking towards achieving excellence.

The three main things that should be the focus of an organization is a business, customers and employees. For produce one positive atmosphere, we need to replace the term with an employee's partner or teammate. Journey of a thousand miles begins with the first step and this is the first step. An organization must have a plan and this plan should include a strategy focused on excellence. Quality is a practical manifestation of excellence and we should approach it with full planning. Strategic planning is a process of predicting future goals and objectives based on the notion of internal and external environment. One approach to strategic planning is a five-year plan for the future based on a business plan for two-year now. This two-year business plan will determine the financial or operational plans of the organization. A two-year cycle of the financial plan with projected three year strategic plan will shape the entire five years. The most important factor in the strategic plan is the flexibility. The key thing is that it should have a strategic plan is a plan that can be implemented by the organization and may be modified or updated when a response within and external environment changed.

Usually an organization produces a strategic plan to admire the other party and its customers. It is not a strategic plan that is working, but the plan produced by a staff strategically rather than by management. The main objective of this book is to communicate a methodology on how to change the advantage of being a strategic plan so that it resulted in the organization. To support this objective, the authors share the view basic information about strategic planning as a process. We take a scientific approach to using our organization when we use the methodology of strategic planning. To optimize the effectiveness of our decisions, we need to combine existing resources with opportunities in the future.

Among the several reasons for creating a strategic plan is to determine the direction and nature of the organization for the future, identify factors critical success, set the objectives to be achieved, to develop a program of action to achieve strategic direction, show the plan in writing, distribute financial and human resources in a coordinated methods and results-oriented, provide understanding and commitment at all levels of management and to ensure that the operation and management of the proposed program by accepting their support.

The design has many benefits, among which are compelling you to think in a method of discipline, had the idea on paper rather than on the table, identify objectives specific, thus helping you measure the results based on the principles of realistic, provides a series of actions for the future, provides operational plans to meet program objectives, allocating resources based on the agreed requirements and obtain the commitment of the management. A strategic plan allows the entire organization to understand that the organization has a direction, and how and why resources are allocated. When an organization develops a strategic goal to institutionalize excellence, it will create an environment for organizational ownership. Strategic goals will also affect business goals and customer directly. Excellence will be institutionalized and this will have a positive impact on the overall strategic planning process. Strategic advantage will also prevent a decline in quality. Degradation occurs when an organization misses out adventure and discontinues its quality according to basic strategy.