

Primary Need	Behavioral Style
Achievement	. These people should be given projects that are challenging but are reachable . They like recognition
Affiliation	. These people work best when cooperating with others . They seek approval rather than recognition
Power	. People whose need for power is socially oriented, rather than personally oriented, are effective leaders and should be allowed to manage others . These people like to organize and influence others

David McClelland

People

Joseph Juran

80/20 principle - quality = "fitness for use"

W. Edwards Deming

14 points to quality - Plan-Do-Check-Act (PDCA)

Philip Crosby

Zéro Defect - Quality = Conformance to requirements

Vilfredo Pareto

80/20 principle - 20% effort = 80% results
80% of defects comes from 20% of procedures

Ishikawa

Ishikawa Diagramm (or Fishbone diagram)

McGregor's

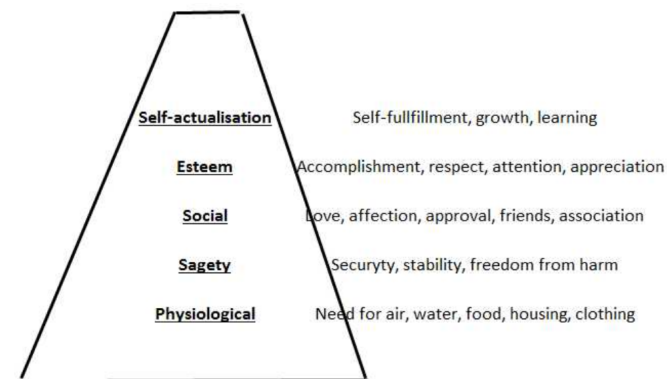
Theory X

People need to be watched every time, incapable, avoid responsibility and work

Theory Y

People work without supervision, want to achieve. Can direct do their own work

Maslow



Hierarchy of Needs

Herzberg's theory deals with hygiene factors and motivating agents.

Hygiene factors	Motivating agents
Working conditions	Responsability
Salary	Self-actualisation
Personal life	Professional growth
Relationship at work	Recognition
Security	
Status	

Herzber