

INFuture 2011

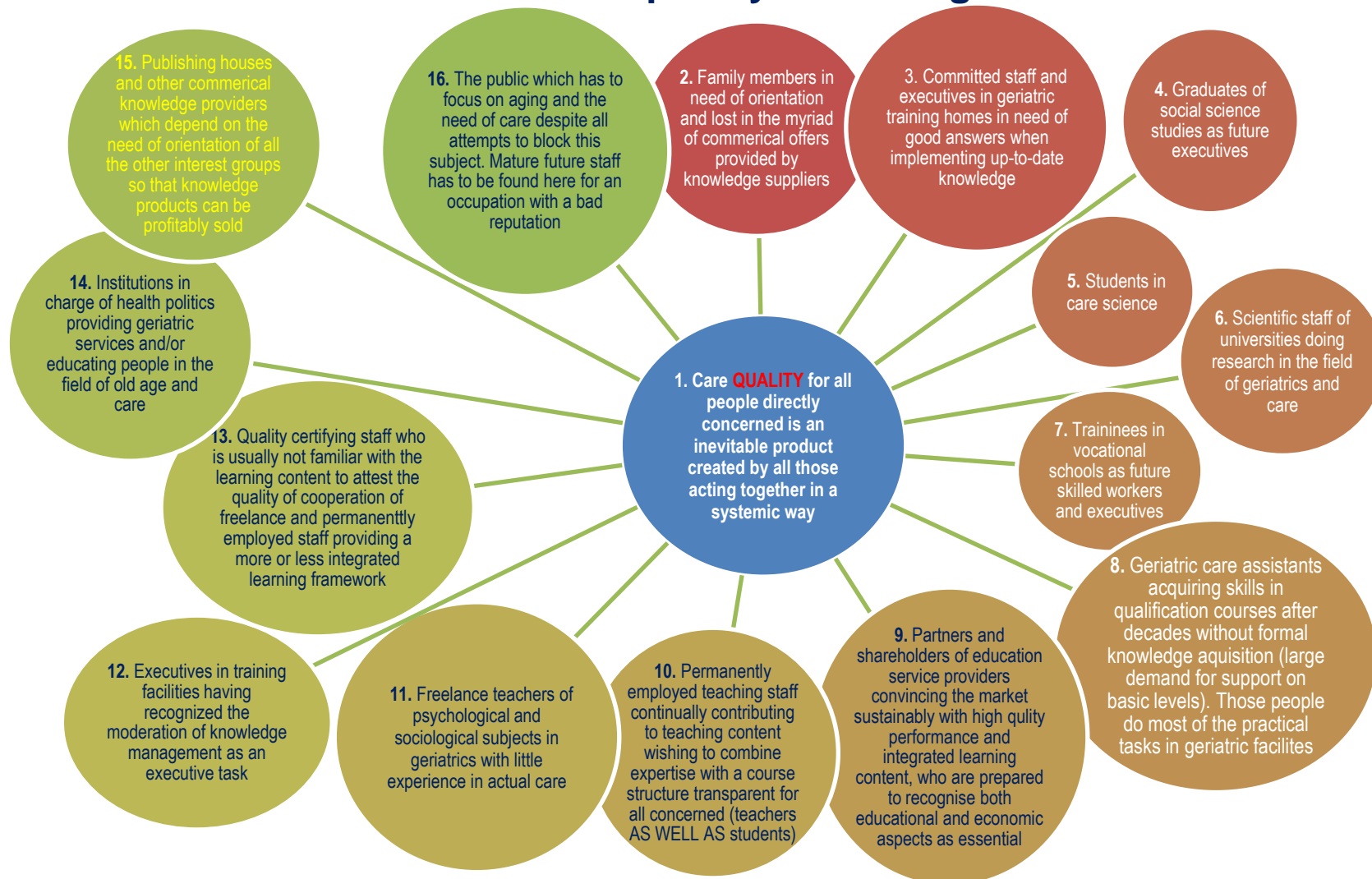
Zagreb, 9-11 November 2011

**„Between Cooperation and Conflict in Quality Assurance:
Principles of Toyota's just-in-time Production
for Training Geriatric Staff“**



<http://images.zeit.de/wissen/2010-12/oma-grossmutter/oma-grossmutter-540x304.jpg>

Problem: fragmented communication in the discourses about standards for quality in nursing and education



Do the futures start with butterflies?



<http://img.fotowelt.chip.de/imgserver/communityimages/140000/140089/1280x.jpg>

Projekt: F.A.K.T.

Führungskräfte-Anwärter-Kompetenz-Training

Max Liebscht; Dipl.Komm. Psych.

Martin Weitzmann; Dipl. Komm. Psych.

Katrin Schubert; Diplomsprachmittlerin

Gefördert durch das



Bundesministerium
für Wirtschaft
und Technologie



HOCHSCHULE ZITTAU/GÖRLITZ
(FH) - University of Applied Sciences

Profile of our Institute:

Epistemology ->

(What & how we can ask?)

(Social) Constructivism (von Förster, Gergen)

Phenomenology of structures (Rombach)

Linguistics (von Koryzybski, Wittgenstein Lakoff)

Integrative* -> Psychology

Hypnosystemical concepts
(Schmidt,
Sparrer & Varga von Kibéd),

Critical Psychology
(Holzkamp)

Applied Sciences

(What kind of answers we need?)

Art of Management

Social Gerontology

Psychological Pedagogy

*The State of Development of our discipline Psychology in considering with chemie, physics is alchemy before the era of systematisation in 16 th century – in our opinion



Max Liebscht; Dipl. Komm. Psych.



Martin Weitzmann; Dipl. Komm. Psych.

UNTIL 07/2011:

LISL - Lausitzer Institut für Systemische Lösungen; Rosenstrasse 1, 02826 Görlitz, Germany, Mail@angewandte-psychologie.com
Karin Schubert; Dipl. Übers. Fernuniversität Hagen Hauptstrasse 164, 02788 Zittau, Germany, Mail@welearning.eu

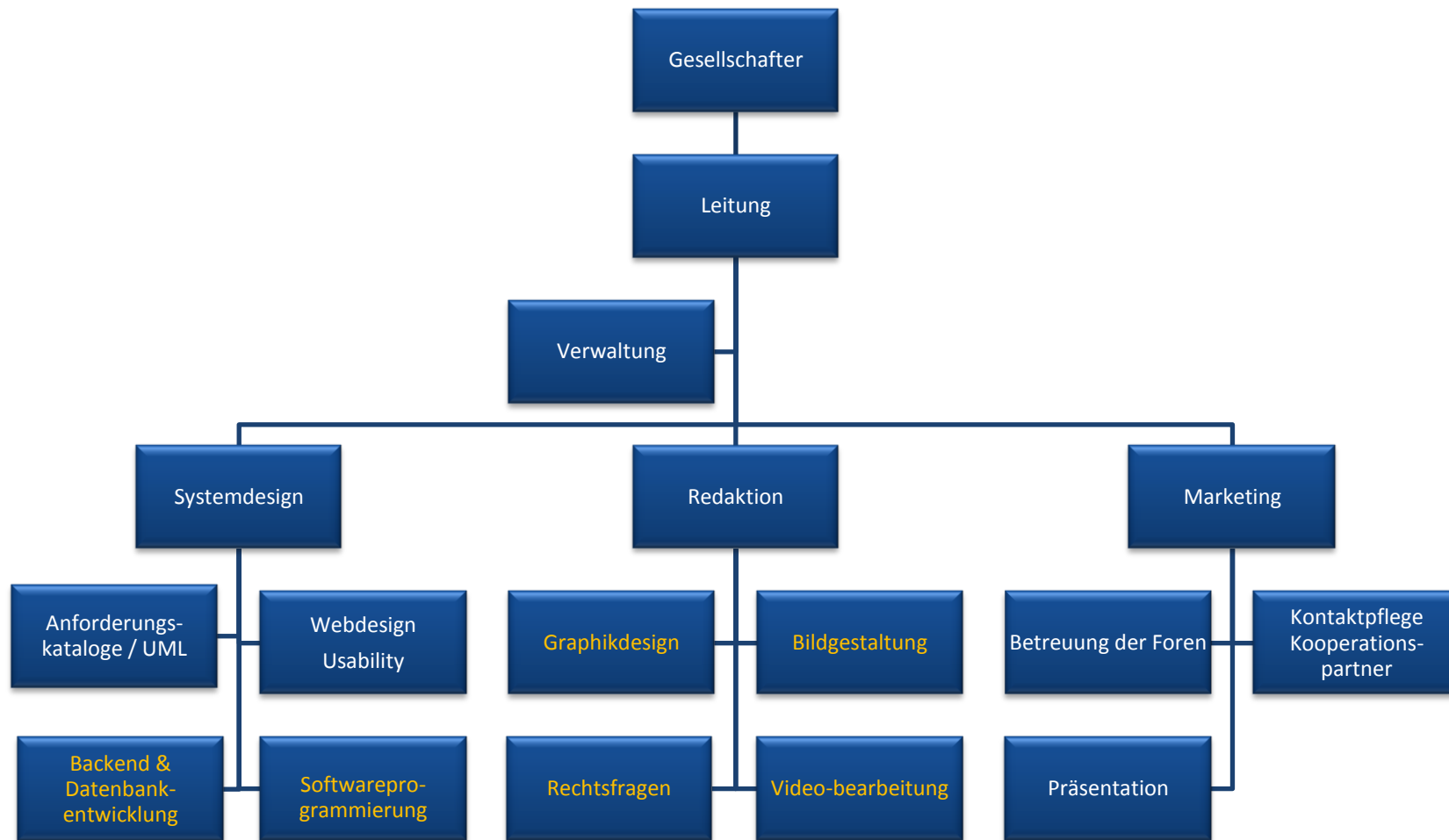
NOW:

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http://www.diako-augsburg.de/pics/medien/thumb_image_1220862303945.jpeg

Hidden Link?



http://www.welt.de/multimedia/archive/00321/toyota_DW_Wirtschaft_321287p.jpg



<http://www.tapeteasy.de/Alte%20Probleme.jpg>



http://www.diakonieuesseldorf.de/uploads/tx_cidbasic/Ausbildung_Pflege01.jpg



http://www.nzz.ch/images/toyota_lead_1.10012889.1302667880.jpg

Excursus: Big words that managers like to stress more and more in geriatrics are for sure:

effectiveness, efficacy, rentability.

Sustainability & QUALITY too?

-> It depends!

Context for this effort:

In the past nursing was an obligation & chance for

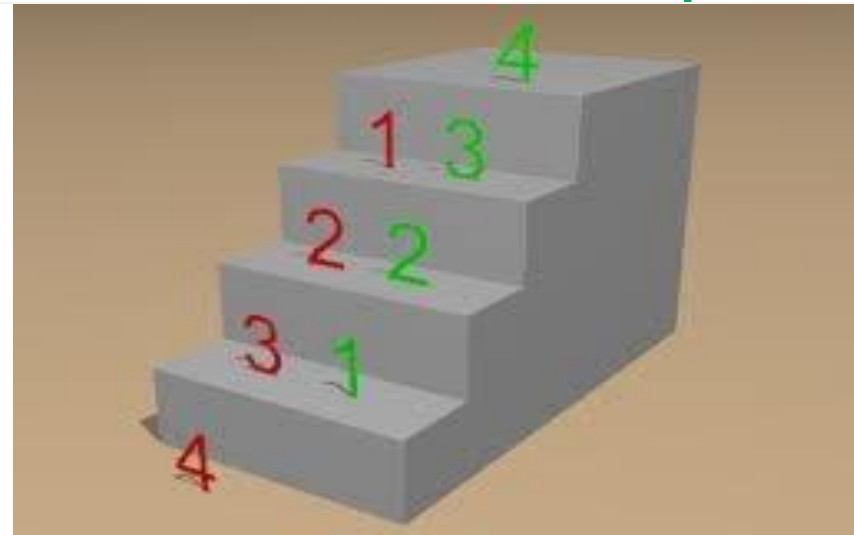
- Everyone** – 10 000 years ago
- Families** - 5000 years ago
- Churches** – 500 years ago
- Government** – 150 years ago

Now it is an business for:

- Commercial services**

In Future it will be an obligation for

- E.o. ?**



http://matheplanet.com/matheplanet/nuke/html/uploads/8/1781_Neues_vom_Kaenguru_Treppe_Beitrag_43_137156.png

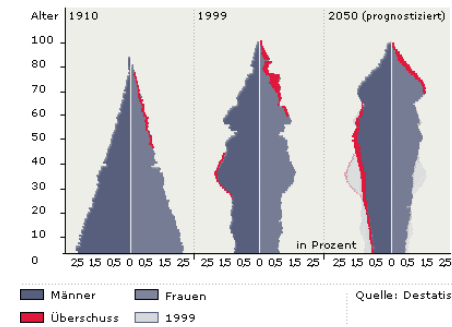
In relation to the demographic development in Germany

the collaps of this practice is easy to see



http://www.op-marburg.de/var/storage/images/op/lokales/wirtschaft/wirtschaft-lokal/lautstark-gegen-den-pflegenotstand/14887761-1-ger-DE/Lautstark-gegen-den-Pflegenotstand_ArtikelQuer.jpg

Altersaufbau der Bevölkerung in Deutschland



<http://www.hirniga.de/images/demographie.gif>



**Irgend-
wann
kommt
jeder
dran.**

<http://www.dereinblick.com/media/market/pictures/bca51c5ab9024bd510ab0ca7fc4a806c.jpg>

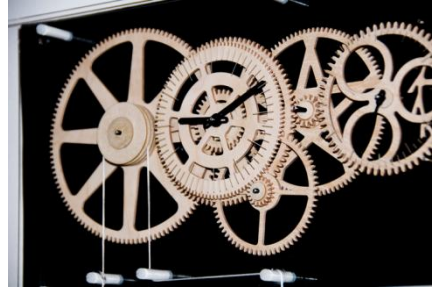


<http://www.lehneck.de/images/familie.jpg>

**Just an personal prognosis:
After the end of this wrong (!) way in our cultures
we/anyosome will see an renaissance of powerful families –
not because of ethical reasons -> because of **economical reasons****

But what means “QUALITY”?

Precision!



http://uhrforum.de/attachments/61035d1281525874-timbertic-classic-schweizer-uhr-timbertic_quer_schwarz_2.jpg

How we reach Precision?

We reach Precision through the verbal and transverbal calibration in natural, unfragmented communication.

For cooperation TIMING is essential.



http://www.ballonservice.de/geschenke/images/Wellness-fuer-Paare_bg.jpg

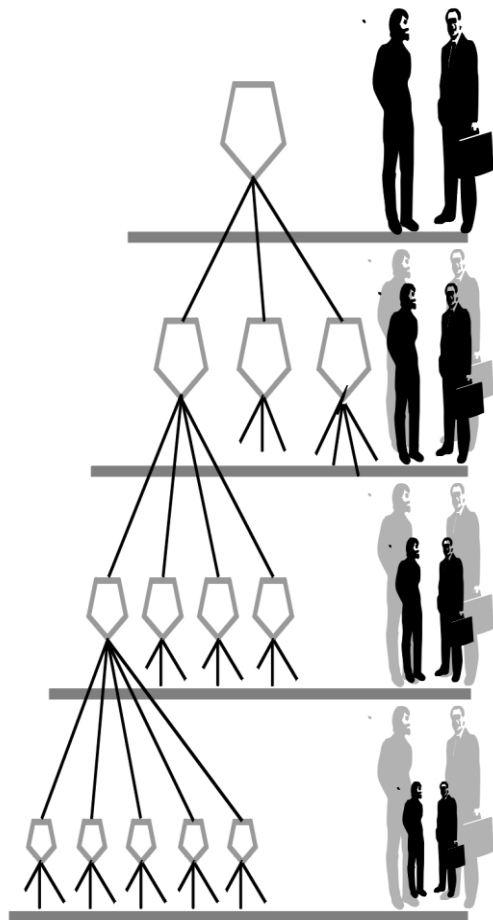


<http://www.spirituelle.info/Seminare/Seminar.php?id=1896>

(“Dirt is matter at the wrong place.”)

**It means:
everything is good for something
– at the right time!**

But what is “natural” communication?



Hierarchien verursachen beim Mitarbeiter Diskrepanz zwischen seinen Anteilen am Gesamtgeschehen und seinen individuellen elementaren Ansprüchen

<http://www.systemstheory.de/JPG-81F-IN2-Oekon-Hierarchie-Kritik.jpg>

There
is

some-
thing
between

the

ex-
tremes?



<http://www.zegradem.com/wiki/images/9/94/Netzwerk.jpg>



<http://www.il24-dating.de/uploads/pics/netzwerk.jpg>

Good oder bad? Or better: In which context do we need this?

<http://e-newschannel.de/wp-content/uploads/2011/07/facebook.jpg>



Success of  **was a result of the combinations of both:**

1. Anarchistic illusion of the biggest choice for partners; everybody can play with everybody.

+

2. The hierarchic principle in a lucrative perversion: Control over the data was invisible.

(Like it is used to be in representative “democracies”)



<http://seekersportal.files.wordpress.com/2011/05/no-facebook1.png>

Vital discourses are like in a “basar-situation” (for example):



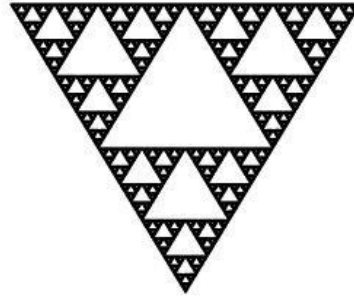
http://www.flirt-und-dating.de/flirt_tipps.html



http://i.computer-bild.de/imgs/106274838_4549615a67.jpg

**“I have to give and to take something.
And You have to give and to take something.”**

A little bit more scientific?



<http://docs.gimp.org/de/images/filters/examples/render-taj-ifscompose.jpg>

In the logic of Martin Bubers dialogical ethic:

**When I see you, you are a part of my perception =
a part of myself.**

And when you see me, I am a part of you.

**So if you see myself WITH the part of you,
you can see yourself.**

You like what you see?

**But both, you & me, we don't know,
how much worth is something: your smile and my house.
(And your smile in my house about my house without smile until now....)**

**So we have to “dance” to find it out,
to get a feeling for how much we need the offer of the other
and how much the other needs the offer of ourself.**

**CONSEQUENCE:
e-Learning -> We-Learning has to be
like (verbal and transverbal) “dancing”.**

We can dance with our computers, tablets, smart-phones too?

**The technical options are not anymore the problem.
The problem is - until now - just our phantasie.**

**Today we speak about virtual discources
like about something special.**

In 10 Years it will sounds anachronistic.

**It will be normal to live in a dialogic relation with the “ghosts” in
the tablet @ workplaces and for privat questions –**

like it will be normal

**to stay in permanent contact with real people
at the other end of the planet.**

And yes, access will be a problem –

but not for the middle of the social classes.

**Because communication media is essential
to lead the higher potentials in the mass.**

Facit of the excourse:

Quality is, if it fits between offer and demand.

Some of Toyota`s principles for quality and sustainability

(from the fifties on)

"Just-in-Time" means:

- 1. making "only what is needed,**
- 2. when it is needed,**
- 3. and in the amount needed."**

Analogy:

“A SUPERMARKET stocks the items needed by its customers when they are needed in the quantity needed, and has all of these items available for sale at any given time.”

= A Philosophy of complete elimination of waste

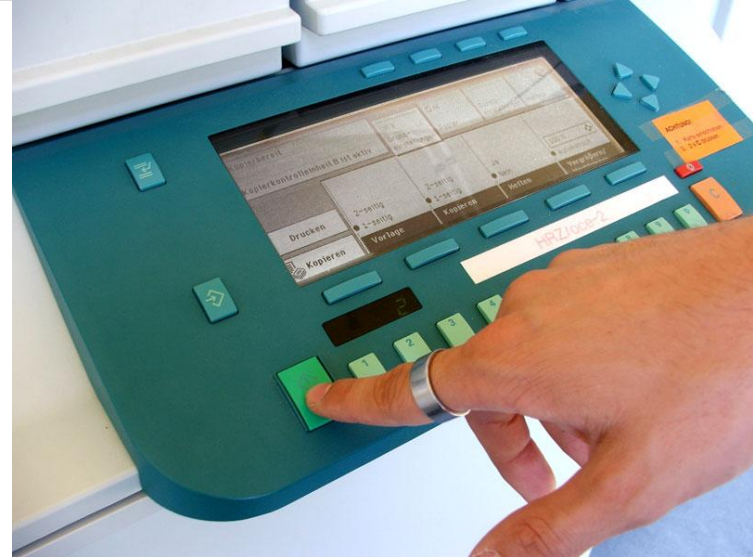
**Do we have WASTE
in the supply chain of regeneration our professional Knowledge?**

YES!

Regeneration & actualization of Data / Knowledge by Publishers + dozenten in universities & academies:



http://www.festa-verlag.de/images/selber_horror_verlag/FrankFestaimBuchlager.jpg



http://www.rz.htw-berlin.de/images/de/kopieren_druck/kopieren/05_kopieren_starten.jpg



<http://www.professionellschreiben.de/webdocs/photos/Verleger-karrik.jpg>



http://www.kobinet-nachrichten.org/cache/pica/5/3/4/4/3/305501241085119/kopieren_Frau.jpg

How it is now?

Monopolists dictate more and more what “quality” means.



<http://www.daniel-daddelt.de/wp-content/uploads/2010/09/Dagobert-Duck.jpg>

**No problem
if they whould not do this in a way
that is:**

**Not effective, not efficient, not sustainable
(but rentable!)**

Market research, product development, testing, production, advertisement, distribution, complaint, optimisation...



http://www.unister-uma.de/wp-content/uploads/images/uma/2009/09/seite7_625px.jpg

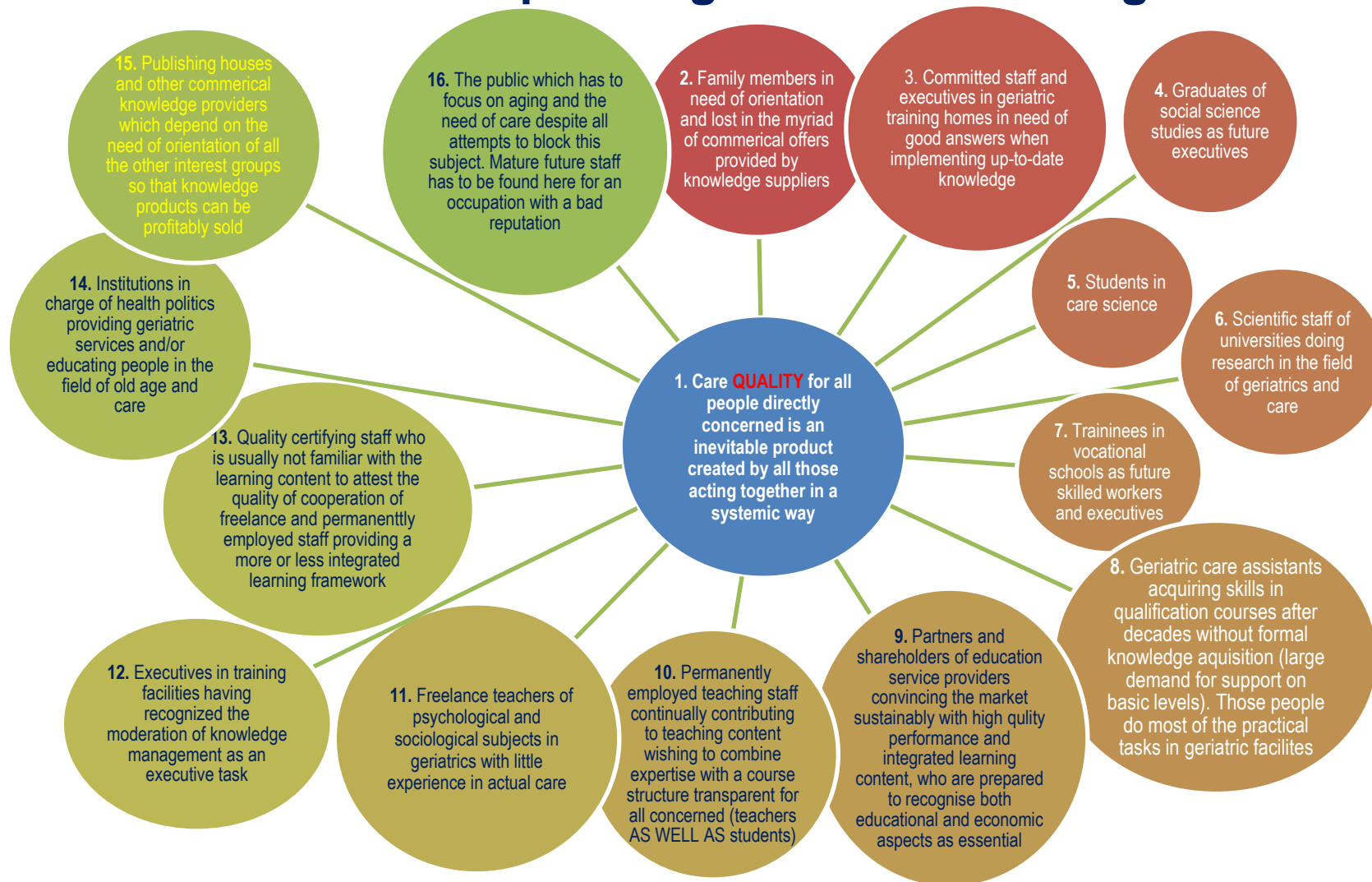
...because of the clouds in the “heaven of the web”
(information is not longer strong connected
with materia and places)

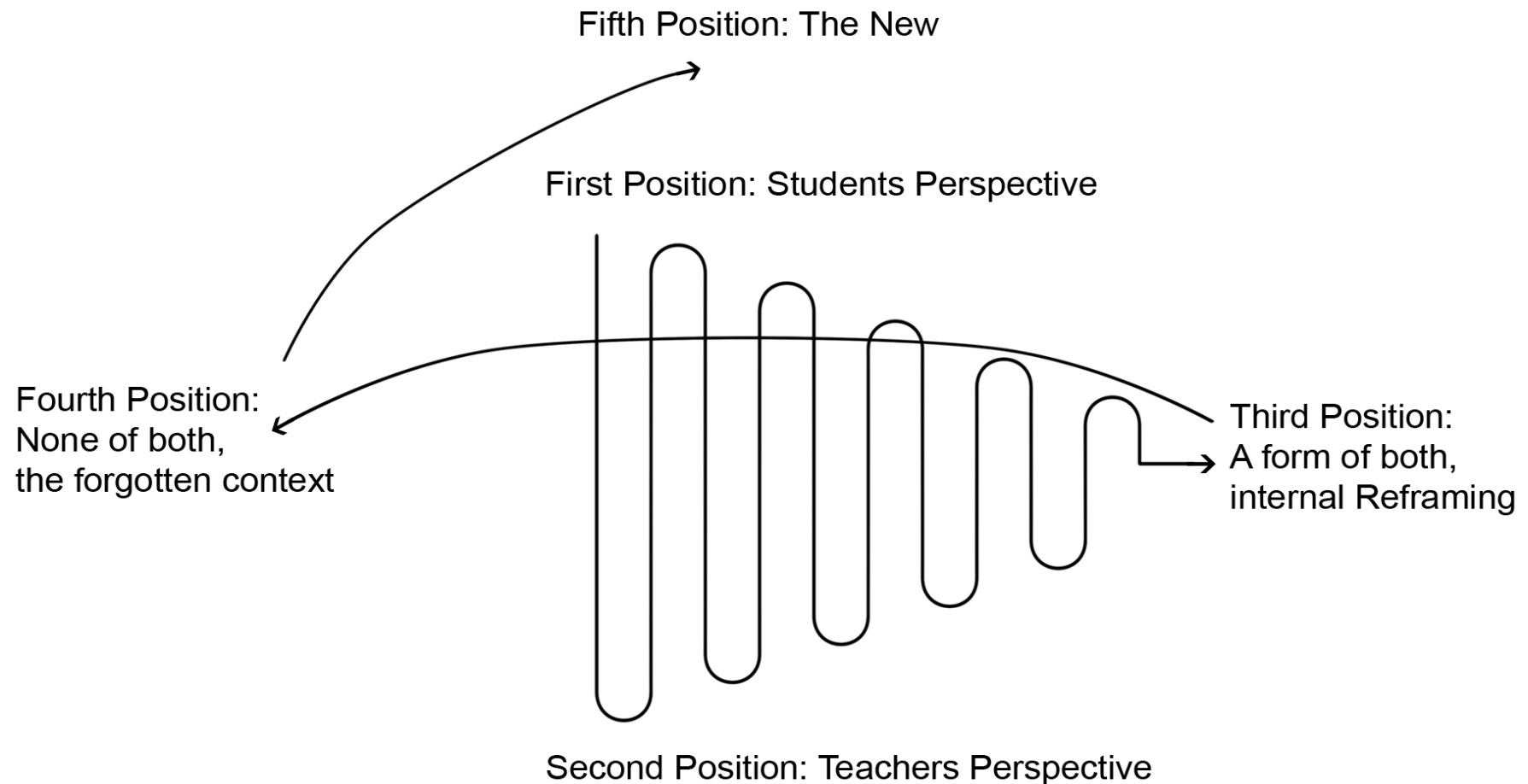
we can integrate all these functions
together in a discourse system.

AT FIRST OUR SOLUTION IN THEORY:

(- just few aspects)

Stakeholder-Relationship-Management? e-Learning -> We-Learning!





**Dialogic discourse in the social context of non-fragmented
– and perhaps virtual supported – communication**
(sensu Sparrer & Varga von Kibéd)

To put the complex theoretical meaning of
“co-evolution”, “social emergence”, “collective intelligence” e.t.c.
into poetic words:

**„To love is not
to look at one another:
it is
to look, together, in the same direction.“**



http://mohs.de/hochzeit/Prinzbild34b_super_gro.jpg

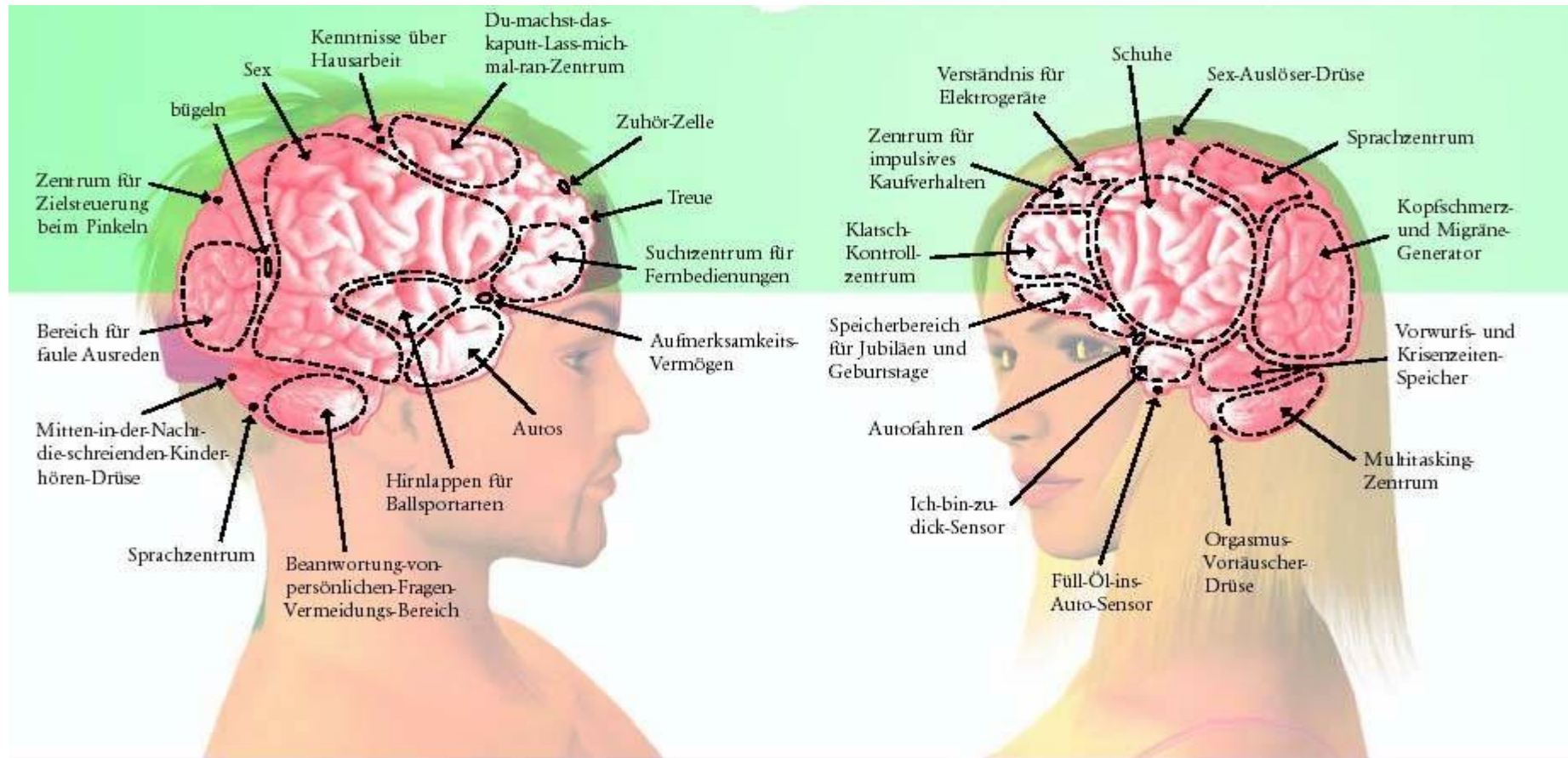
(Antoine de Saint Exupéry)

Knowledge is not something somebody can “have” (like data).

K. is something that we co-constructing together in reference to change in a common ecology.

Some examples for - more or less - happy discourses between WORLDS

(= open structures, not „systems“! - sensu Heinrich Rombach)

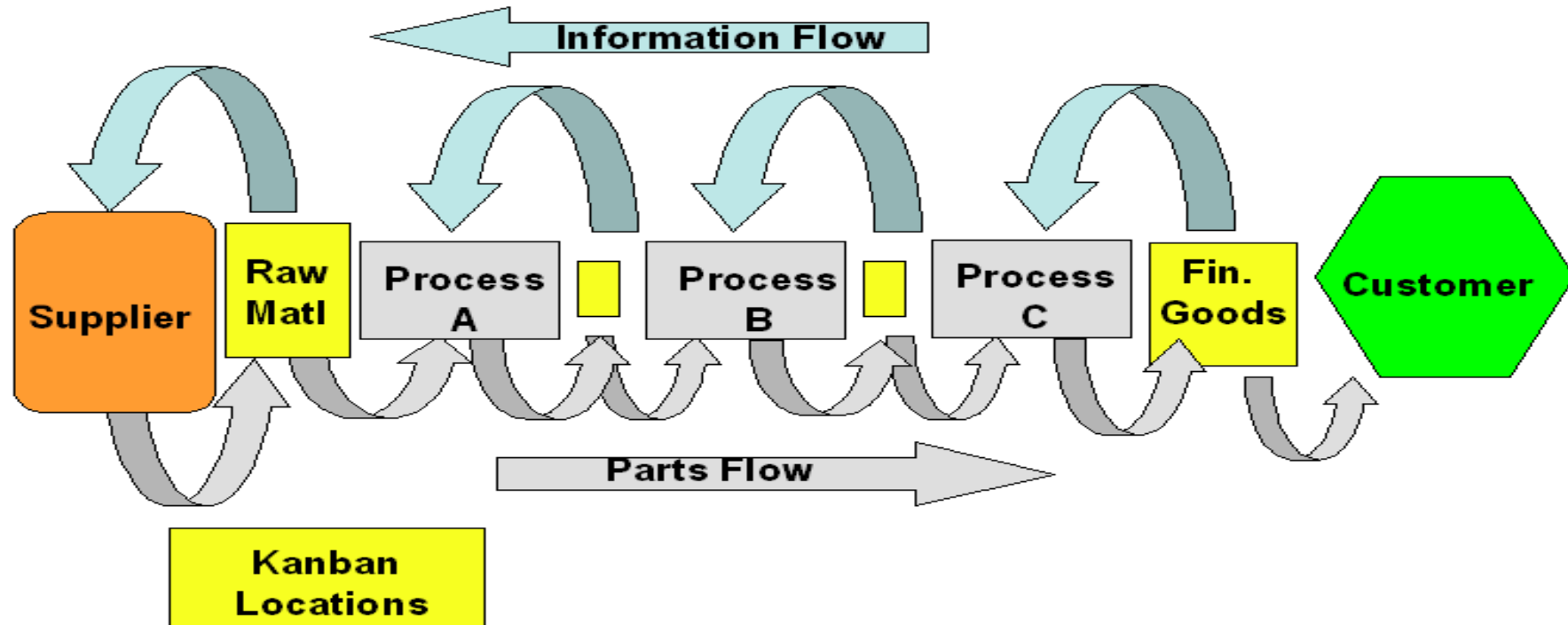


Co-existence -> Co-evolution is possible!



TO OUR SOLUTION IN PRACTICE

- Considering Toyota's Invention:



KanBan im Zusammenspiel von Ausbildung & Pflege:

Für welche prototypischen Entscheidungssituationen im Verlaufe seines Arbeitstages muss der Praktiker thoretisch vorgebildet worden sein durch Zuverfügungstellung praktikabler Entscheidung- und Handlungsalternativen?

<http://leanmanufacturingspecialists.com/ourservices.htm>

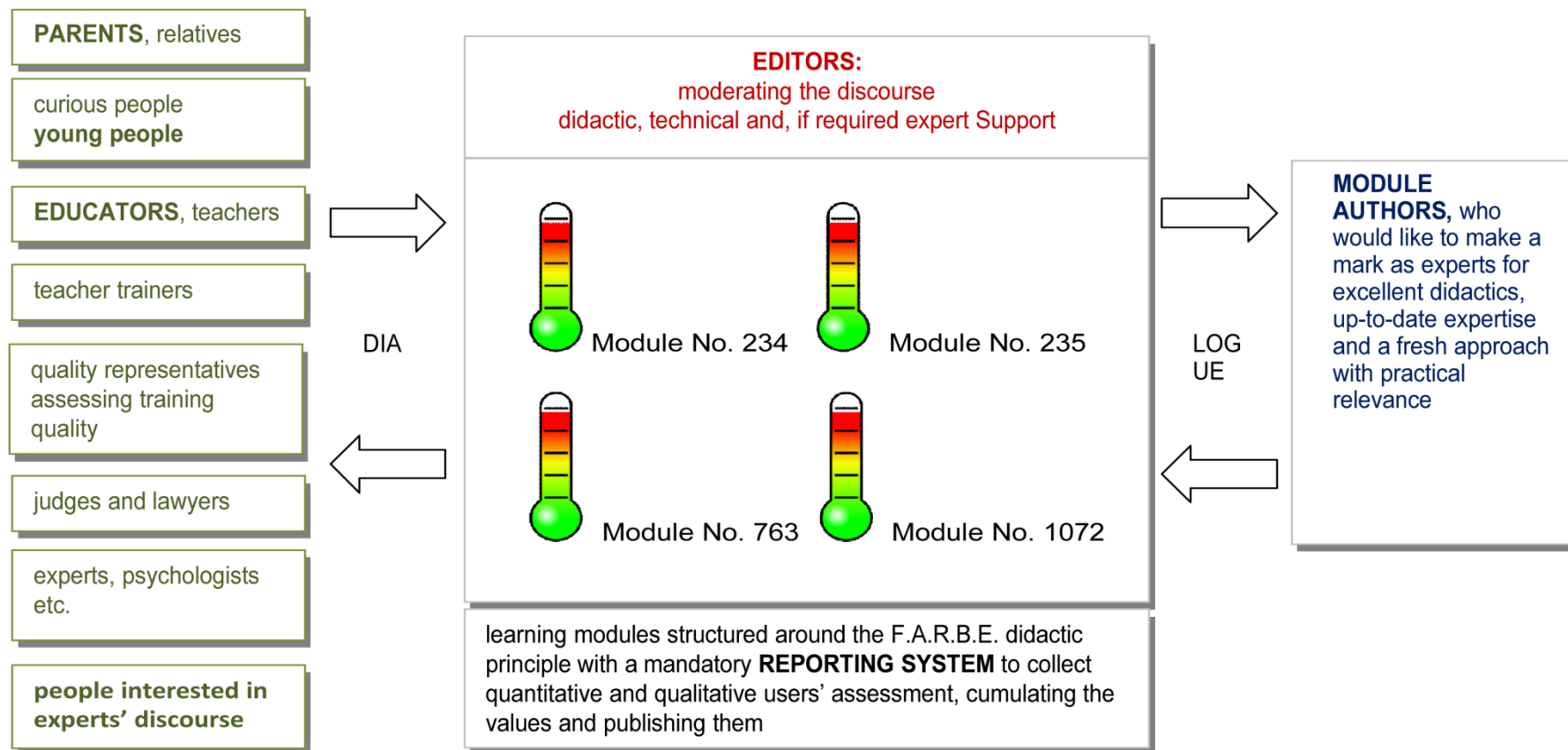


Figure: **PROSUMER DISCOURSE** as interface between “bazar economy” with demand-supply negotiations and quality control to guarantee the scientific state of the art and excellent didactics. The dialogue/multilogue results in a higher practical relevance and precision in defining quality standards thanks to a common focus. The discourse focused on individual modules optimises the knowledge product and consistently focuses prototypical decision-making situations to be used according to specific contexts in everyday job life.

The 5 Componentes of each F.A.R.B.E. – Module:

F.A.R.B.E.

Frage	Auswahl	Rollenreflexion	Beispiele	Erklärung
bzw. Problemszenarien zum Themenbereich, die sich uns in der Praxis immer vor den Antworten stellen	von Antwortmöglichkeiten, die den Fragen didaktisch eindeutig richtig / falsch zuordenbar sind	zur persönlichen Relevanz des Themas: „Was könnte das Ganze mit mir zu tun haben?“ Verbindung situativer Rahmen durch Geschichten.	aus weiteren alltäglichen Lebenskontexten, welche die Gültigkeit der richtigen Antworten bereits andeuten und ihre Praktikabilität plausibel erscheinen lassen.	und zusammenfassende Einordnung der erst jetzt präsentierten Lösung in den theoretischen Zusammenhang.



Lerner



Lerner



Der Lerner in möglichen lernstoffrelevanten Situationen



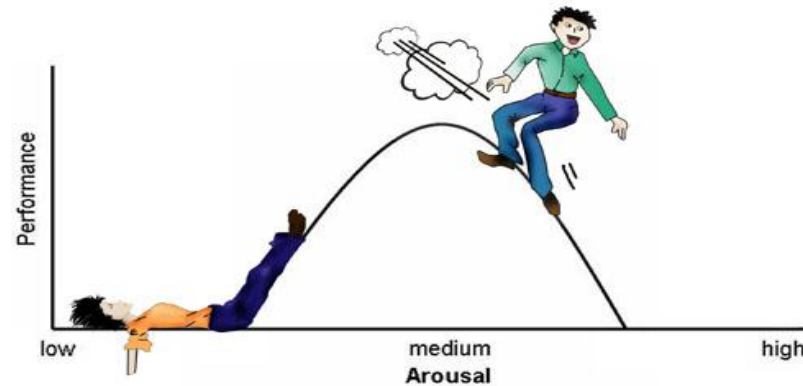
weitere Beispiele



Theoriegebäude

About the 5 components of the didactic format **F.A.R.B.E.**

F: Question or decision-making scenario
which are always there before an answer is given
Questions = standard situations challenging us as decision-makers



A: Answer options which help us learn thanks to adequate contexts and coherence

Selection of answer options which can be definitely classified as right or wrong from a didactic point of view (from the simple to the more complexe)

Distractors are as valuable as correct answers from a didactic point of view as all plausible myths are included, leading to faulty answers and being disseminated from text book to text book as authors copy from each other without challenging previous knowledge according to the three golden rules:

Rule No 1: “We have always acted like this”.

Rule No. 2: “We have never acted like this”.

Rule No. 3: “Who are you to say”. (THE problem when transferring theoretical knowledge into practical use)

R: Theatre dialogues within a social context helping us to relate to typical functions, roles, positions, points of view, perspectives, conflicts and compromises

Role Reflexion about the personal relevance of the subject:

What is my relation to this subject?

using stories to combine the situational framework

B. Case studies and stories taken from everyday work life showing similar problems, solutions and explanations and hinting at the correct solution like in a detective story

Examples taken from everyday life
hinting at the correct answers and making them practicable and plausible

E: Solution to the task, explanation of the solutions and distractors. Here is the place where you find all that is found in normal text books, too: definitions, theorems, classifications and derivations to explain the scientific history of the construct

Explanation and classification of the solution within ist theoretical framework

**Nobody would like
to read our wonderful abstract
in the documentation of the conference
- if I did not stop at this point now.**

INFuture 2011

Zagreb, 9-11 November 2011

**Thank You for friendly
Attention!**

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