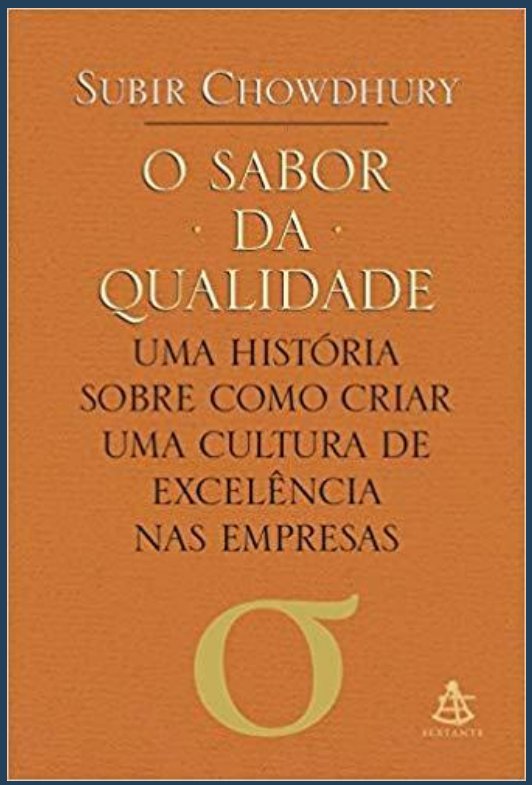


# The Ice Cream Maker

The Ice Cream Maker
Year of publication: 2015
Author: Subir Chowdhury
184 pages
Link for purchase: https://amzn.to/2lwxyKy

The work " O Sabor da Qualidade " (2006) is written by Subir Chowdhury and contains 115 pages. It is a short and easy-to-read book, but rich in teachings that aim to transform your company into excellence.

The book tells his story with Pete, who runs an ice cream factory, called Dairy Cream, in imminent danger of being closed. To get around this, he gets help from Mike, the senior executive of a retail network, who gives him valuable insights.

Through a fictitious narrative, the author seeks to teach the values of quality and how it can be applied and maintained in companies.

## Score

**8**

8 Aplicability
7 Inspiration
7 Innovation
8 Impact on results
8 Structure

## Main ideias of the book

- "If you have a job, you are necessary. Otherwise his position would not exist ";
- The basis of quality is strong leadership;
- Besides to focusing on results, you should also focus on what you do;
- Quality relies on teamwork and how the business is managed;
- Quality is defined by the customer;
- Create an environment that rewards creativity;
- You should strive to achieve the level of excellence;
- Everyone is responsible for quality;
- Satisfaction survey is an important tool to know the quality of your product.

## For whom is this book suitable?

This book is indicated for all those who want to achieve the culture of excellence in the company, that is, to implant true quality.

Besides being also suitable for anyone who wants to deepen their knowledge in the business world, since the book presents rich content and it is easy to understand.

# Overview of the book

## *Implementing Quality*

Quality must be part of the company's culture. That means creating a culture of excellence. The first step in achieving excellence in the company is to look after the people who work in it.
"Profit is the result, the byproduct of a high 10 service." That is, if people work with the same dedication that they demonstrate when they are having fun, the profit will come as a consequence, since a motivated team will always strive to deliver the best result.

## *Why motivate the team?*

There are two types of clients: external and internal. Internal customers are company employees; if the team is not engaged, it will not offer good service to outside customers (external customers).
To have that engagement, people need to feel that their work is being useful, that they are important to the company.
For this, the company must always value the opinions and suggestions of employees, delegate responsibilities and always encourage them to make their contributions.
The author further completes: "Give them the right tools and training, fair pay and motivation, plus opportunity to be heard, and they will commit more to work and invest more of themselves in your company."
Having a favorable climate work environment, with employees who do the best for the company, who have a sense of responsibility, will make themselves charge for the outcome of the other employees. And in addition, the better the company treats employees, the better they will treat their customers.

## *CEO – Consider*

Up Chowdhury defines CEO as the next step to reach the path of quality. CEO means: Consider, Enrich and Optimize. And that implies that one must "listen and consider customer opinions, enrich the products or service you offer and optimize the customer experience."
The author also points out that one of the biggest mistakes companies make is to think that they have no obligation to take care of customers. "If you sell something, then you have a customer," says the author.
This way, the company must offer what customers want, in fact, not what they think they want. In order to satisfy customers, you must meet 3 needs:

1. Basic - offering the minimum so that the customer leaves without complaining;
2. Performance - meeting customer's requirement;
3. Enchantment - offering something that catches the customer's attention, making the product stand out from the competition.

## CEO – Enrich

In addition to listening and considering customer opinions, you should enrich the experiences they have had with your product / service. For this, it is necessary to develop the culture of creation in the company.

Once again, the need to give voice to employees, so that they can give ideas and, perhaps, some that can improve resources, generate more efficiency and more satisfied customers, which would increase profits.

But how can creativity be stimulated? Creating an environment where creativity is rewarded.

## CEO – Optimize

The last step is to optimize what is being done in the company. To do this, one must strive to achieve excellence. To do this, you have to follow 5 steps:

1. Recognize the price of failure; - This makes you more willing to do everything to avoid it;
2. Get it right the first time - That is, plan ahead to prevent inconvenient situations;
3. Be absolutely obsessed with details - Since customers pay attention to the smallest details;
4. Develop the perception of "productive paranoia" - What implies thinking at all times about what can be improved in the company;
5. Instill in everyone a passion for perfection, always.

## The true quality indicator

Subir Chowdhury concludes that "the true quality indicator is not how you do when you're on the best day, but at worst." That is, products / services that are not "on their best day" have to be even better than those of the competition.

> *But how can creativity be stimulated? Creating an environment where creativity is rewarded.*

## What other authors say about it?

In the book Scaling Up, the author Verne Harnish gives some tips for the search of continuous improvement, for example:

- Employee feedback must be constantly collected, in order to identify obstacles and opportunities for improvement;
- The pace of communication must be well established, making the flow of information within the organization fast and accurate.

While the book Por quê? Como Motivar Pessoas e Equipes a Agir, delves deeper into the question of how to motivate teams and develop leadership. It is indicated for those who long to inspire others and succeed at work. In this journey, the author highlights the importance of knowing his "why", that is, his purpose and his final mission.

Finally, in the book Paixão por versão, Jack Welch addresses that we should always seek quality in our professional life. If you are not satisfied with your job, find a job that provides enthusiasm in your career, as it is very important that you do not settle down and leave the comfort zone.

## Okay, but how can I apply this in my life?

This book of Chowdhury is rich in lessons that can be applied to improve business performance.

You can do this by sharing such lessons in your work environment, or in your own company.

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