



Problem Solving in Plain English

Craig Cochran

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Effective problem solving is equal parts art and science. In this book, Craig Cochran shows how to master both sides of the problem-solving coin by explaining the process step by step. Have you ever wondered why problem-solving efforts that start out strong, with motivated team members and supportive managers, fizzle out before they produce any benefits? Or why it can be so hard to stick with a problem until it's solved? Craig Cochran will explain the answers.

This straightforward book is ideal for managers with long-standing business problems, as well as front-line employees who are often intimately familiar with dealing with them. Topics covered include:

- * Selecting the right problem
- * Forming effective problem-solving teams
- * Planning and implementing corrective actions
- * How to verify effectiveness
- * Writing a problem statement
- * Identifying root causes
- * Defining the current process

About the Author

Craig Cochran is the North Metro Regional Manager with Georgia Tech's Economic Development Institute. He has an MBA from the University of Tennessee and a bachelor's degree in industrial management from the Georgia Institute of Technology. Cochran is a Certified Quality Manager, Certified Quality Engineer, and Certified Quality Auditor through the American Society for Quality. He is certified as a QMS Lead Auditor through RABQSA.

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