Globalisation & a Culture of Continuous Improvement

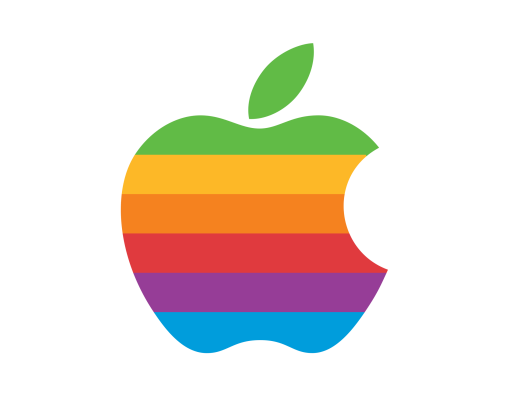
The global economy has led a culture of continual improvement among many organisations. This has increased competitiveness in the global market place.

A *‘continuous improvement culture’* is a shared value system that promotes the belief that what is good enough today is not good enough for tomorrow. In order for a business to survive in a global economy it needs to develop a culture of continuous improvement that practices the key principles of continuous improvement.

[**http://www.velaction.com/continuous-improvement-culture/**](http://www.velaction.com/continuous-improvement-culture/)

**The Key Principles of Continuous Improvement**

* Continuously understanding customer needs
* Customer focus
* Optimising organisational performance
* Continuously learning from mistakes
* Continuously improving systems and processes

<http://www.slideshare.net/pgkrish/key-principles-in-continuous-improvement-culture>

Imagine if a multinational company like Apple did not have a culture of continuous improvement.

1. What effect would this have on Apple’s products?
2. How would this affect Apple’s profits and share market value?
3. How would this affect Apple’s ability to conduct business at a global level?