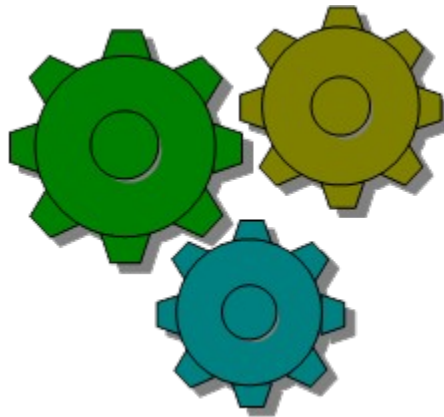


Total Cog Management (TCM)



Introduction

Recently, Total Quality Management (TQM) has become a popular management concept. However, TQM is fatally flawed, as it is based on the ridiculous premise that working-level employees can make meaningful input into the management decision-making process. Total Cog Management (TCM) is a new concept of enlightened management that does not suffer this flaw. It recognizes that an employee is only a “cog in a machine”; the principles, tools, and techniques of TCM are all based on this (quite accurate) premise.

Principles

- An employee is only a cog in a machine.
- A good cog does not complain.
- Friction, grinding teeth, and backlash are symptoms of a bad cog.
- Each cog should minimize his/her inertia, to facilitate rapid changes in direction. This is especially important for the smaller cogs.
- Concentrate management attention on the significant few rather than the trivial many. For example, punish the 20% of the cogs that generate 80% of the complaints, and reward the 20% of the cogs that score 80% of the brownie points.

Tools and Techniques

- Fishbone Diagram – A diagram resembling a fish skeleton, to be given to an adversary in hopes that he/she will choke on it.
- Hired Gun – Advisor hired to facilitate agreement with a larger cog.
- Roundtable – A meeting held to foster the illusion of employee involvement in the decision-making process.

To Be A Good Cog...

- Do not criticize, condemn, or complain – except when agreeing with a larger cog.
- Agree with the larger cog completely and emphatically.
- Be related to a large cog in a parallel cog train.
- Talk in terms of the larger cog's interests.
- Make the larger cog feel important – and pretend to do it sincerely.

Definitions

- Cognitive Ability – The ability to think like a cog.
- Incognito – Pretending to be just another anonymous cog.

