



The Power of LEO: The Revolutionary Process for Achieving Extraordinary Results

Subir Chowdhury

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Quality guru Subir Chowdhury introduces his groundbreaking new process

In *The Power of LEO*, Chowdhury outlines a simple, three-part strategy for building continuous quality improvement every business operation, which he calls LEO: **L**isten to your customers and employees; **E**nrich your company by fixing the problems you learn about and seizing future opportunities; and **O**ptimize your company by making sure the problems remains fixed and executing resulting plans for improvement.

Subir Chowdhury is the author of 13 books including the international bestsellers *The Power of Six Sigma* and *The Ice Cream Maker*. As chairman and CEO of ASI Consulting Group (www.asiusa.com), he advises CEOs and senior leaders of Fortune 100 companies, and in private and public sectors all over the world, helping them make 'quality' a part of their business culture. In 2009, the U.S. Department of Homeland Security presented him with the 'Outstanding American by Choice Award'. His works are cited frequently in the national and international media. He lives with his family in Bloomfield Hills, Michigan.

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