

AD-A275 472



2

TQLO Publication No. 93-01
January 1993

Department of the Navy
Office of the Under Secretary of the Navy

DTIC
ELECTE
FEB 8 1994
S C D

Managing Fear in the Workplace

by
J. Gerald Suárez, Ph.D.

DTIC
Approved for public release
Distribution Unlimited



2611 Jefferson Davis Highway, Suite 2000, Arlington, VA 22202-4016
TEL: (703)602-8990 • DSN: 332-8990 • FAX: (703) 602-8942

ABOUT THE TQL OFFICE

The Total Quality Leadership Office (TQLO) is a part of the Office of the Under Secretary of the Navy. Its mission is to provide technical guidance to the Department of the Navy Executive Steering Group (ESG) and to the Department of the Navy Review Commission (DONRC).

The ESG is the DON's highest-level corporate body. Its members include the Secretary of the Navy, the Chief of Naval Operations, and the Commandant of the Marine Corps. The Under Secretary functions as the ESG's Executive Secretary and as the ESG's link to the DONRC.

The DONRC is the implementing board for the ESG, acting as the single executive body authorized to establish and oversee critical DON efforts. It charters and coordinates cross-functional groups to work on broad Departmental issues, including determining the strategies and actions required to support the DON's strategic goals.

The TQLO provides guidance to the DONRC and to other policy-making boards on the consistency between DON policy and TQL principles and practices.

The TQLO staff handles responsibilities in five key areas: **TQL education and training**, **TQL consultation**, **networking with organizations inside and outside of government**, **program management**, and **publications**.

TQL EDUCATION AND TRAINING:

The TQLO has worked closely with the Chief of Naval Education and Training (CNET) in developing a TQL curriculum and in implementing a train-the-trainer strategy. Staff members have provided much of the instruction needed to prepare TQL specialists, who themselves now conduct training to command-level leaders and TQL coordinators and quality advisors at two TQL schools located at Little Creek, VA, and Coronado, CA.

The TQLO is responsible for the management, update, and evaluation of the TQL curriculum to ensure its technical accuracy and standardization.

The TQLO also developed the Senior Leaders Seminar, which is offered to top Navy and Marine Corps military and civilian leaders at the TQL schools and in Washington, DC.

TQL CONSULTATION:

In addition to providing technical advice and guidance to the senior groups described above, TQLO staff members also serve as consultants and facilitators to selected groups undertaking strategic planning.

NETWORKING:

Benchmarking is proving to be a valuable tool for improving processes. Recently, in conjunction with the National Aeronautics and Space Administration and with the Internal Revenue Service, the TQLO financed a one-time initiation fee required to join the International Benchmarking Clearinghouse (IBC) established by the American Productivity and Quality Center. As a result of this funding, all federal agencies may now participate in the services without paying individual initiation fees.

The TQLO also sponsored four people from the DON for membership in the IBC who will provide specific guidance on how the DON can benefit from benchmarking.

The office has established a networking group in Washington, DC, that meets monthly to share information about process improvement efforts.

As part of its networking function, TQLO staff members publish articles in technical and military journals and deliver papers at conferences on the DON TQL approach.

PROGRAM MANAGEMENT:

The TQLO does technical evaluation of nominee packages for productivity and quality awards that are given by the DON and by other government organizations. It also underwrites TQL projects to develop tools and products for DON activities to use in their implementation efforts.


PUBLICATIONS:

The TQLO publishes the *TQLeader*, a newsletter that reports on DON policy changes, presents case studies, and offers technical articles on quality issues. It also publishes other materials, such as this report. The intent of the publication series is to clarify what TQL is and how it works within our organization. We hope this document serves you well.


LINDA M. DOHERTY

Director

Total Quality Leadership Office
Office of the Under Secretary of the Navy

REPORT DOCUMENTATION PAGE			Form Approved OMB No. 0704-0188	
<small>Public reporting burden for this collection of information is estimated to average 7 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Service, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503</small>				
1. AGENCY USE ONLY (Leave blank)	2. REPORT DATE 1/93	3. REPORT TYPE AND DATES COVERED Final		
4. TITLE AND SUBTITLE Managing Fear in the Workplace		5. FUNDING NUMBERS		
6. AUTHOR(S) J. Gerald Suarez, Ph.D.				
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Total Quality Leadership Office 2611 Jefferson Davis Hwy., Suite 2000 Arlington, VA 22202-4016		8. PERFORMING ORGANIZATION REPORT NUMBER TQLO Pub. 93-01		
9. SPONSORING, MONITORING AGENCY NAME(S) AND ADDRESS(ES)		10. SPONSORING / MONITORING AGENCY REPORT NUMBER		
11. SUPPLEMENTARY NOTES				
12a. DISTRIBUTION / AVAILABILITY STATEMENT Approved for public release; distribution is unlimited.		12b. DISTRIBUTION CODE		
13. ABSTRACT (Maximum 200 words)				
<p>94-04216</p> 				
<p>94 2 07 060</p>				
14. SUBJECT TERMS Fear, leadership, quality management, Total Quality Leadership, TQL, Total Quality Management, TOM, work environment.			15. NUMBER OF PAGES 35	
			16. PRICE CODE	
17. SECURITY CLASSIFICATION OF REPORT UNCLASSIFIED	18. SECURITY CLASSIFICATION OF THIS PAGE UNCLASSIFIED	19. SECURITY CLASSIFICATION OF ABSTRACT UNCLASSIFIED	20. LIMITATION OF ABSTRACT UL	



Department of the Navy
Office of the Under Secretary of the Navy
Total Quality Leadership Office

MANAGING FEAR IN THE WORKPLACE

by

J. Gerald Suárez, Ph.D.

Accession For		
NTIS	CRA&I	<input checked="" type="checkbox"/>
DTIC	TAB	<input type="checkbox"/>
Unannounced		<input type="checkbox"/>
Justification		
By		
Distribution		
Availability Codes		
Dist. Avail. of Special		
A-1		



2611 Jefferson Davis Highway, Suite 2000
Arlington, VA 22202-4016
(703)602-8990 • DSN: 332-8990 • FAX: (703)602-8942

DTIC QUALITY INSPECTED 8

PREFACE

The ideas put forth in *Managing Fear in the Workplace* were first presented by Dr. Suárez in a speech before a Naval Supply Center Summit held in San Diego, CA, in April 1992. Total quality coordinators from various supply centers throughout the Western Region attended the summit and were enthusiastic about the subject.

The Naval Aviation Supply Office, Philadelphia, asked him to visit their organization in October 1992 to make the same speech. Also, in October, he made a similar presentation before attendees of the Fourth National Total Quality Symposium hosted in Dallas by Texas Instruments.

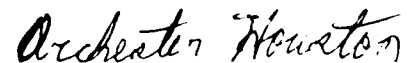
Why the interest in fear in the workplace? As the author points out, all of us have experienced fear at work at some time in our past, but we know very little about it—how it manifests itself and how it affects performance.

Dr. W. Edwards Deming tells us that dealing with the issue of fear at work is the responsibility of management, but to do so managers must first understand what it is. Dr. Suárez defines fear and then describes some common types of fear, such as fear of change. To help managers determine whether or not fear is actually present within their organizations, he poses some questions that managers can ask themselves in making that assessment.

Dr. Suárez also talks about the importance of leadership, building trust, and developing a vision statement to reduce fear among employees. A vision statement describes the aim of the organization and “can become the mechanism for pulling people together to work toward the desired future.” It eliminates confusion about the future of the organization and instills confidence in employees that the leaders are thinking long term.

The viewgraphs used in the presentation on managing fear are included as an appendix to the report. Readers should feel free to use them in discussing the subject of fear in the workplace within their own organizations.

Managing Fear in the Workplace is published by the Total Quality Leadership (TQL) Office, Office of the Under Secretary of the Navy. It is one of a series of publications issued by the TQL Office to help Department of the Navy senior leaders, military and civilian, implement a TQL approach within their organizations. This publication (stock number 0120-LF-021-1800) is available through the Naval Aviation Supply Office (ASO), 5801 Tabor Avenue, Philadelphia, PA 19120. ASO has three telephone lines dedicated to DON customers ordering TQL-related materials (215-697-2261/5655/2159; DSN prefix is 442-).



ARCHESTER HOUSTON, Ph.D.

Director

Research and Technical Review Division
Total Quality Leadership Office

THE AUTHOR



J. Gerald Suárez recently received a Ph.D. in industrial and organizational psychology from the University of Puerto Rico. He has been involved in quality management since 1985, when, as a graduate student, he conducted research on the implementation of the Deming management approach at Hewlett-Packard.

Gerald started his career as an industrial psychologist for a private consulting firm, focusing on quality management issues. In 1987 he joined the research staff of the Navy Personnel Research and Development Center (NPRDC) in San Diego, California, as a personnel research psychologist. At NPRDC, he was both instructor and consultant within the Department of the Navy and the Department of Defense (DOD). He wrote a number of reports on TQM/TQL education, among them a report that describes a strategy for educating the DOD acquisition work force in TQL, and

another that presents an education and training plan for TQL in the DOD. He also coedited a report of selected readings in TQL implementation.

Gerald received a Fleet Support Service award in 1991 for providing initial training to the TQL Fleet Teams formed by the Chief of Naval Operations to lead TQL demonstration projects in selected Fleet units. Gerald instructed them in team building and in the use of the seven management and planning tools. He also served as a consultant to the Atlantic Fleet TQL teams as they began to work with their units.

In 1991, he joined the Office of the Under Secretary of the Navy's TQL Office as a technical advisor, researcher, and instructor. He is a member of the faculty responsible for training the Department of the Navy's TQL specialists and Senior Leaders Seminar instructors. He is a frequent guest speaker at TQL conferences and continues to write papers on quality issues, the most recent of which is *Three Experts on Quality Management*, which compares the management philosophies of Philip B. Crosby, W. Edwards Deming, and Joseph M. Juran.

Gerald is a member of the Deming Study Group in Washington, DC. In 1990 he was nominated and selected to Who's Who in the West.

Contents

INTRODUCTION 1

WHAT IS FEAR? 1

WHY SHOULD LEADERS PAY ATTENTION TO FEAR? 2

ACKNOWLEDGING FEAR 3

TYPES OF FEAR 4

MANAGING FEAR 5

 Expectations 5

 Assessment 5

 Perceptions 5

 Trust 5

 Communication 5

 Training 5

CREATING THE ENVIRONMENT 5

 Leadership 6

 Trust 6

 Vision 7

CAVEATS 7

SUMMARY 8

REFERENCES 9

APPENDIX A: VIEWGRAPHS FOR *MANAGING FEAR IN THE WORKPLACE* A-0

List of Figures

Figure 1. Fear as a barrier (adapted from Scherkenbach, 1987) 1

Figure 2. On fear and anxiety (adapted from Kleinknecht, 1986). 2

Figure 3. Some signs of fear at work. 3

Figure 4. Leadership attributes. 6

Figure 5. Relationship between trust, communication, and cooperation. 7

Figure 6. Solutions can lead to new problems. 8

INTRODUCTION

Quality experts such as W. Edwards Deming advocate the elimination of fear in the workplace so that employees can work effectively toward the aim of the organization/system (Deming, 1986). The elimination of fear is necessary to create an environment of trust and cooperation, essential ingredients to initiating and sustaining a total quality effort, pursuing continuous improvement, encouraging innovation, and achieving customer delight.

The removal of fear should be one of the first of Deming's 14 management obligations that top leaders address because of its impact on other obligations (Scherkenbach, 1986) (see Figure 1). Unfortunately, there is little guidance in the literature and in training courses to help managers deal with fear in their work environment.

Fear is an emotion that can never be completely eliminated. I propose that while fear at work may never be eliminated, it can be managed. I describe the impact that fear has on the individual as well as on the organization, and why fear is a barrier to Total Quality Leadership (TQL) implementation. I also describe events, actions, and behaviors that cause employees to experience fear at work, and examples of the effect of fear in an organizational setting. Finally, I offer alternative strategies that managers can use to manage fear and some partial solutions to this complex organizational phenomenon.

WHAT IS FEAR?

Managers trying to address the issue of fear in their organizations without an understanding of this elusive concept can only make things worse. Fear is an emotion usually associated with negative connotations. It is defined in the dictionary as an unpleasant, often strong emotion caused by awareness of danger (*Webster's Ninth New Collegiate Dictionary*, 1984). Fear is often

confused with anxiety. The psychological literature shows no universal differentiation between these two states. However, most agree that fear and anxiety refer to an unpleasant feeling state accompanied by physiological, cognitive, and behavioral changes (Kleinknecht, 1986).

Most psychologists agree that fear is a response to a clearly identifiable and circumscribed stimulus (see Figure 2). Anxiety, on the other hand, is a response to an unclear or ambiguous stimulus, which is why it is so difficult for leaders to address. Anxiety is less intense, but typically long-lasting. Of the two, anxiety generally produces the worse effects. As Neave says, "With fear, one knows what one is up against, and can perhaps plan something to

"No passion so effectively robs the mind of all its powers of acting and reasoning as fear" (Burke, 1756).

Fear as a Barrier to Meeting Many of Deming's Obligations

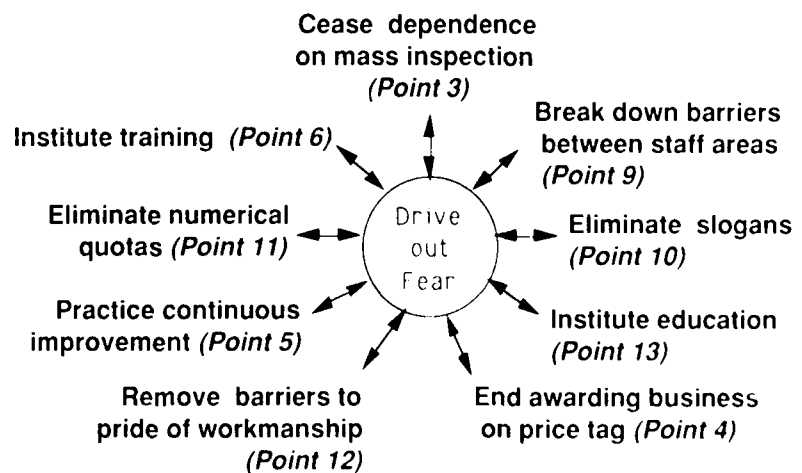


Figure 1. Fear as a barrier (adapted from Scherkenbach, 1987).

Fear and Anxiety: The Same or Different?

Dimension	Fear	Anxiety
Stimulus:		
Identifiability	Clear	Unclear
Specificity	Discrete	Pervasive
Predictability	Predictable	Unpredictable
Threat	Rational	Irrational
Response:		
Components	Cognitive	Cognitive
	Physiological	Physiological
	Behavioral	Behavioral
Duration	Stimulus-bound	Chronic enduring
Intensity	More	Less

Figure 2. On fear and anxiety (adapted from Kleinknecht, 1986).

fight it. But anxiety has no focus, the cause is neither known nor understood" (Neave, 1990).

WHY SHOULD LEADERS PAY ATTENTION TO FEAR?

Fear is a distracting force that robs employees and organizations of their potential. There is no such thing as "healthy" fear. Fear-based outcomes are usually negative and, in most cases, affect both organizational effectiveness and quality of work life.

Fear is a barrier to individual and to organizational performance. Aguayo (1990) summarizes it this way: Fear is a motivator, but it doesn't motivate towards constructive action. It could produce intense short-term bursts of performance, but not better results. The efforts tend to be

directed towards avoidance of the perceived danger.

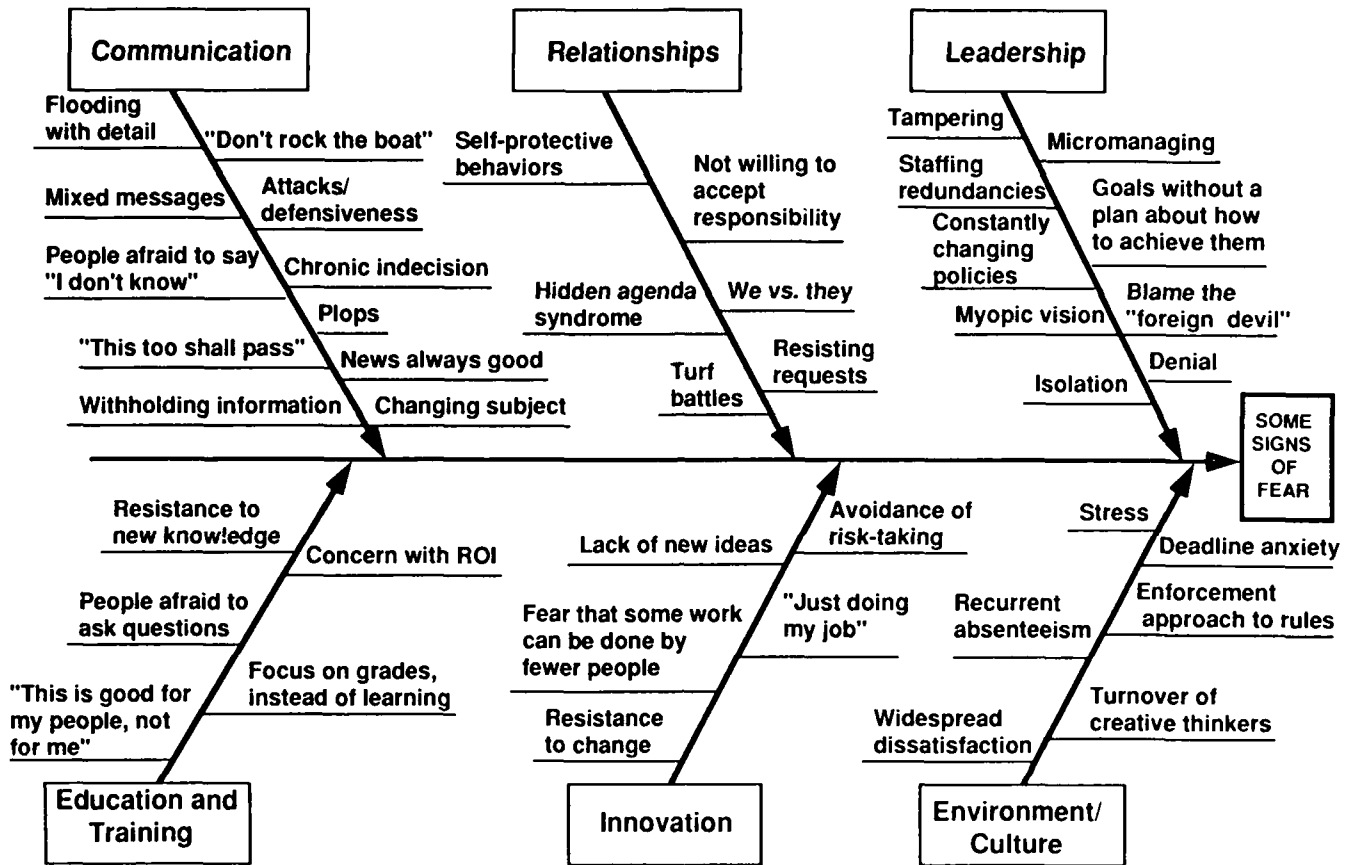
"Where there is fear . . . there will be wrong figures" (Deming, 1986).

Fear nourishes competition, and competition creates anxiety (Kohn, 1986). Competition fosters suboptimization (i.e., when the performance of one person or one process has a negative effect on the aim of the total system), destroys trust, and creates a chain reaction of negative behaviors.

Fear erodes joy in work, limits communication, and stifles innovation. Fear fosters short-term thinking as people search to avoid reprisal, perhaps at the expense of others in the system. In fear-based management cultures, people tend to focus on eliminating the threat instead of working to achieve the desired positive outcomes. There are numerous examples of employees who juggle data while monitoring the process to avoid repercussions from management (Deming, 1986). As Scherkenbach says, "With a combination of fear and ignorance people can virtually bring any process into statistical control" (Scherkenbach, 1987). That's one of the reasons why Deming says, "Where there is fear. . . there will be wrong figures" (Deming, 1986). In a data-based decision-making system, which TQL promotes, it is dangerous to rely on data that are contaminated by fear. This is why it is so difficult to address the technical problems of quality without addressing the social systems of the organization. As Edmund Burke said: "No passion so effectively robs the mind of all its powers of acting and reasoning as fear" (Burke, 1756).

Nevertheless, the negative effects produced by fear are difficult to quantify. Perhaps the total economic cost of fear will always be an unknown. Many mistakenly believe that Deming says that if you can't measure it, you can't manage it. I don't think that is what he is saying. In *Out of the Crisis* (page 121), he cites Lloyd S. Nelson, an expert in quality, who says, "Actually, the most important figures that one needs for management are unknown or unknowable but successful management must nevertheless take account of them." Fear is indeed one of those unknowables, and managers must take it into account.

Signs of Fear in the Workplace



ACKNOWLEDGING FEAR

Fear is a fact of life. Everyone experiences fear one way or another. Even courageous people experience fear. Courage is not the absence of fear but the management of fear.

Fear is also present in every organization, and it will always be (Wilson & Edmondson, 1991). Fear can be to an organization what high blood pressure is to the human body. . . a silent killer! It can go unnoticed but its effects are devastating nonetheless. Ryan and Oestreich (1991), compare it to background noise, "going unnoticed until it interferes significantly with people's ability to communicate." If you are a leader in your organization, it is your responsibility to assess and acknowledge that fear is present. If you as a leader

have any doubts that there is fear in your organization, just listen and observe how your people behave in meetings. Most of the behaviors that you will observe during a meeting can tell you a great deal about the culture of your organization in relation to fear at work. Figure 3 indicates behaviors and language that describe fear at work.

What are the people in the organization afraid of? Most of the organizational fears are related to position, authority, power, and psychological and social factors of organizational life (Wilson & Edmondson, 1991). Let's take a look at some of the most common types of fear in organizations.

Figure 3. Some signs of fear at work.

TYPES OF FEAR

Fear of reprisal or receiving poor appraisals. This type of fear generates "please-the-boss," "look-good-at-any-cost," or "just-do-what-you're-told" behavior. Fear of being disciplined or receiving poor appraisals can lead to behavior that pleases the boss but at the expense of others, even customers (Lowe & McBean, 1989).

According to Lowe & McBean, *fear of failure* is tied to fear of reprisal because reprisal is usually an outcome of failure. Fear of failure is associated with lack of risk taking and innovation. According to Atkinson, "The tendency to avoid failure. . . functions to oppose and dampen the tendency to undertake achievement-oriented activities"

(Atkinson, 1964). Defensive-ness, skepticism, and apathy are behaviors of people who are avoiding failure.

Fear of success. Success brings enemies. People are afraid that success may damage their relationships with their peers. People are afraid of the repercussions of success (e.g., being ostracized as a "rate buster"; jealousy; envy; higher expectations; fear of failure following a promotion).

Fear of math. TQL is data-driven, and data are typically analyzed using quantitative methods and tools. People with fear of math will transfer that fear to the use of the tools and methods associated with TQL. This kind of fear is also linked to fear of new knowledge. People afraid of math might be overheard to say, "These tools are good for my people, not for me," or "We don't have the time to learn all that."

Fear of change is also very common. With it, comes resistance to change and the attitude that "We've always done it this way, why change now?" People resist change, because they are generally content with what is familiar. Change may cause employees to fear that they are going to lose something; they feel that their power may be diminished. Change is seen by many as a threat to their security or some highly valued beliefs.

Fear of speaking up. If you are the messenger of problems you soon become the target of criticism. You are associated with complaints and problems. It is common to find people afraid of speaking up because of management's tendency to kill the messenger. According to George Benson, professor of management at the Minnesota Carlson School of Management, "We learn more from mistakes than from successes. When you've got people who are afraid to tell you they've made a mistake, you don't have a chance to learn" (Benson, 1991). Managers must forgive mistakes and should provide a forum so that everyone can learn from them and share them with others.

Fear of not making a mark on one's "watch" is widespread in many organizations, including those focusing on quality (i.e., TQL). Typically the focus of these organizations is short term because of their strong desire for instant gain. One of the reasons why it is easier to talk about *how many* employees were sent to training and *how many* process action teams are underway is that accomplishments are visible.

TQL implementation requires a significant investment in time, effort and resources. There are no shortcuts to help managers implement TQL and show results immediately. In fact, "any attempts to achieve results 'overnight' could easily lead to chaos and reduced productivity" (Houston, 1990).

Courage is not the absence of fear but the management of fear.

MANAGING FEAR

Acknowledging fear's presence is undoubtedly an important step. But how do you as a leader or manager know if there is fear in your organization? I have compiled the following questions to help managers find an answer:

EXPECTATIONS

Do you know what your peers and subordinates expect of you?

Has the organization published a statement of vision, mission, and guiding principles? Was it understood? How do you know?

ASSESSMENT

Has the organization conducted an assessment to identify barriers that inhibit performance? If yes, has anyone taken action?

Do you know what people in your organization fear?

PERCEPTIONS

Do your peers or subordinates fear you? How do you know?

Do you feel that your boss perpetuates fear? If yes, what are you doing to help him/her?

Do you perceive that your people have to do things on the job that are against their better judgment?

TRUST

Do you trust your suppliers? Your customers?

Do you believe that your subordinates trust you? Do you trust them?

COMMUNICATION

Are you asking for feedback? Are you listening? Are you killing the messenger?

Do you paraphrase or restate what someone has said if it is not clear to you?

Do you believe that your subordinates have all the information needed to carry out their jobs?

TRAINING

Do you believe that your subordinates are not fully qualified to handle their jobs?

What have you done to make sure that your peers and subordinates acquire new knowledge and develop new skills?

Do you inform them of opportunities for individual development and advancement?

These questions provide some basis for assessing the presence of fear in your organization. However, thinking about fear and collecting data about it do nothing if not followed by action. It is the responsibility of management to begin efforts to minimize and manage fear.

CREATING THE ENVIRONMENT

There are three elements that I think serve as catalysts in creating an environment in which people can cope with fear-- leadership, trust, and vision.

LEADERSHIP

"The job of the leader is to understand that the system is composed of people" (*Deming Library*, 1989). To minimize and manage fear, leaders must

"Any attempts to achieve results 'overnight' could easily lead to chaos and reduced productivity"
(Houston, 1990).

Some Attributes of a Leader

- Does not kill the messenger
- Understands benefits of cooperation and losses from competition*
- Avoids questions that ask for "yes" and "no" responses
- Is a coach and counsel, not a judge*
- Does not expect perfection*
- Responds quickly to employee concerns and ideas
- Searches for system issues
- Creates trust*

* (W. E. Deming, *The Deming Library*, Vol. XVI)

Figure 4. Leadership attributes.

create an environment where employees can share information without concern about repercussions.

Leaders must respond to employees' concerns and ideas quickly. A lack of response sends the message that nothing here will change. Also, lack of response makes employees wonder about their own credibility and competency. A quick response is the best incentive to keeping people communicating their concerns and their thoughts regarding a better way to do things.

Leaders must reward cooperation and innovation. They must reward efforts as well as outcomes. They should reward those who contribute to the betterment of the system. Figure 4 describes some attributes of leadership that I consider to be consistent with the behaviors and knowledge necessary to minimize and manage fear in the workplace (Deming, 1989).

TRUST

Deming says that fear will diminish as leadership improves and as employees develop confidence and trust in it. Creating trust is not easy. Trust is a delicate construct that takes many years to build and just one act to destroy. Trust is a necessary condition for cooperation and for communication. Trust improves and encourages communication. People will be confident that their ideas will be dealt with responsibly, will not be rejected without careful consideration, and will not result in repercussions to them or others (Ryan & Oestreich, 1991). Figure 5 shows the relationship between trust, communication, and cooperation. In general, the higher the trust, the more open the communication, and the more stable and predictable the cooperation. On the other hand, low trust leads to uncertainty and defensive behaviors.

In the spirit of building trust, managers must share their mistakes with others as a signal that mistakes are considered opportunities for learning. Leaders can set the tone that when there are no mistakes reported, they will be skeptical! Lack of bad news may be a sign of fear in the workplace. Managers should not kill the messengers; better yet, messengers should be rewarded.

In their communications, managers should avoid questions that ask for "yes" and "no" responses. These questions do not allow employees to express their views and they can create an atmosphere of defensiveness.

It is the leader's job to find out what generates fear in the organization. In addition to listening to and observing the signs of fear, management should take the lead on speaking up about fear. Broaching the subject of fear informally (e.g., sharing with others one's personal experiences of

failure at work) gives managers a chance to monitor people's perceptions and plant the seed that it is okay to talk about fear.

When people do speak up, leaders must listen, paraphrase, and collect data before passing judgment on employees' suggestions and actions. It is common to shoot from the hip and react to what the employee is saying. A leader who manages fear effectively is patient and understanding.

VISION

The value of developing a vision statement has been underestimated by many leaders. The process of developing a vision statement is as valuable as the outcome, because it forces leaders to take a broad look at themselves, their organization, and its future. The process of visioning provides the forum to initiate long-term thinking and planning.

A vision statement provides guidance to employees as to what and where the leaders of the organization perceive the organization will be in the future. It also gives employees the sense that the leaders of the organization are planning and taking action to be in business for many, many years, which in itself helps to reduce fear. According to Bennis and Nanus (1985), a vision statement instills confidence in employees and, if used as a communication tool, can serve to bring everyone together. According to Tichy and Devanna (1986), vision statements are the most essential component of transformation. They provide guidance and, in difficult times, "they help as an overarching framework to guide day-to-day decisions and priorities and provide the parameters for planful opportunism."

A vision statement, like a lighthouse, provides direction so everyone understands where the organization is going. It provides a positive image, something to strive for.

	Communication	Cooperation
High Level of Trust	People are open to express: <ul style="list-style-type: none"> • Thoughts • Feelings • Opinions People are open to share: <ul style="list-style-type: none"> • Information • Ideas • Knowledge • Data • Experiences 	People are willing to: <ul style="list-style-type: none"> • Share resources • Give and receive help • Share workload People are willing to: <ul style="list-style-type: none"> • Work together towards the aim of the system
Low	People behave: <ul style="list-style-type: none"> • Evasively • Defensively • Dishonestly • Inconsiderately 	People engage in: <ul style="list-style-type: none"> • Turf battles • Win-lose dynamics • Internal competition

Deming (1991) says that without an aim there is no system. A vision statement helps to describe the aim and, if published and shared with everyone, can become the mechanism for pulling people together to work toward the desired future. A vision statement, along with its supporting plans and actions, eliminates confusion among employees about the future direction of the organization.

In summary, visions can serve as "fear busters" (Lowe & McBean, 1989). Visions provide "constancy of purpose," which can reduce uncertainty and fear. The key elements necessary to manage fear--leadership, trust, and vision--will create win-win dynamics throughout the organization.

CAVEATS

Managers who expect dramatic results in minimizing and managing fear are destined to be disappointed. There are no quick fixes, and serious efforts to

Figure 5. Relationship between trust, communication, and cooperation.

“All workers ask for is a chance to work with pride, to work without fear” (Deming, 1986).

minimize fear must be continual. One must proceed slowly to make big changes when dealing with fear at work. Incremental progress, “baby steps,” seem to take forever, but that is

how a climate of trust is established. As I said before, it takes many years to build trust and one act to destroy it, so false starts are too costly when dealing with the issue of fear. Managers should not push themselves into this arena if they are not seriously committed to making this a priority.

Managers committed to addressing the issue of fear must remember that awareness of the presence of fear

and an understanding of the need to change towards an environment of trust and cooperation represent important first steps.

There are no examples of organization-wide cultural changes that minimized fear from the bottom of the organization. This is because only top management can establish the vision, only they can make policy or establish the set of core values for the organization. By virtue of this power, leaders have an obligation to communicate their efforts, lead by example, and build some success stories so others are willing and able to join them.

Finally, managers must understand that whether an organization grows or downsizes, succeeds or fails, new fears will surface, and they must be proactive in dealing with them. Even solutions to deal with fear can lead to new problems (see Figure 6). On the other hand, top management cannot do it alone. This effort will require teamwork!

SUMMARY

The benefits of managing fear are both personal and organizational. Those organizations which manage fear may benefit from lower turnover; lower absenteeism; fewer grievances filed; and better communication and coordination, both inside and outside the organization. Less time will be spent on defending against real and perceived threats, and process improvement and innovative work can flourish.

Managing fear is the right thing to do. After all, “All workers ask for is a chance to work with pride, to work without fear” (Deming, 1986).

**Fear as a Barrier to Quality:
Solutions can Lead to New Problems**

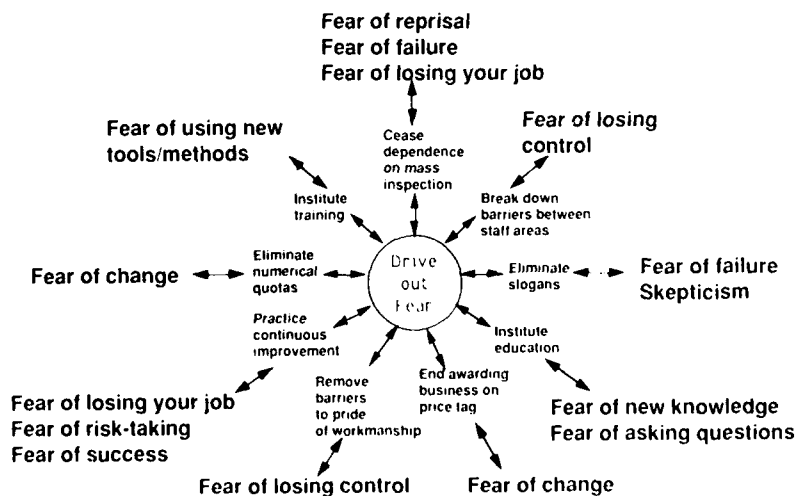


Figure 6. Solutions can lead to new problems.

REFERENCES

- Aguayo, R. (1990). *Dr. Deming: The American who taught the Japanese about quality*. New York: Lyle Stuart.
- Atkinson, J. W. (1964). *An introduction to motivation*. Princeton, N.J.: Van Nostrand. In Kohn, A. (1986). *No contest: The case against competition*. Boston, MA: Houghton Mifflin.
- Bennis, W., & Nanus, B. (1985). *Leaders: The strategies for taking charge*. San Francisco, CA: Harper-Row.
- Benson, G. (November 14, 1991). *Star Tribune*, Minneapolis, St. Paul, p. 2.
- Burke, E. (1756). *A philosophical inquiry into the origin of our ideas of the sublime and beautiful*. From *The international Thesaurus of quotations* (Rhoda Thomas Tripp, compiler). (1987). New York: Harper & Row.
- Deming Library*. (1989, 1990 & 1991). Chicago, Ill: CC-M Productions.
- Deming, W. E. (1986). *Out of the crisis*. Cambridge, MA: Massachusetts Institute of Technology.
- Houston, A. (1990). *TQM fears*. San Diego, CA: Navy Personnel Research and Development Center (unpublished paper).
- Kleinknecht, R. A. (1986). *The anxious self: Diagnosis and treatment of fears and phobias*. New York: Human Sciences Press.
- Kohn, A. (1986). *No contest: The case against competition*. Boston, MA: Houghton Mifflin.
- Lowe, T. A., & McBean, G. M. (November 1989). Honesty without fear. *Quality Progress*, 22(11), 30-34.
- Neave, H. R. (1990). *The Deming dimension*. Knoxville, TN: SPC Press.
- Ryan, K. D., & Oestreich, D. K. (1991). *Driving fear out of the workplace*. San Francisco, CA: Jossey-Bass.
- Scherkenbach, W. W. (1987). *The Deming route to quality and productivity: Roadmaps and roadblocks*. Rockville, MD: Mercury Press.
- Tichy, N. M., & Devanna, M. A. (1986). *The transformational leader*. New York: Wiley.
- Wilson, L., & Edmondson, A. (1991). *Deming's elusive eighth point: Why you can never drive fear out of the organization and what to do about it*. Minneapolis, St. Paul: Pecos River Learning Centers.
- Webster's Ninth New Collegiate Dictionary*. (1984). Springfield, MA: Merriam-Webster.

APPENDIX A
VIEWGRAPHS
FOR
MANAGING FEAR IN THE WORKPLACE



Managing Fear in the Workplace

by
J. Gerald Suárez, Ph.D.

**Office of the Under Secretary of the Navy
Total Quality Leadership Office**



**"I personally don't think that fear will
ever be driven from the workplace."**

(Scherkenbach, 1987, p. 75)

Topics

- **Impact of fear on the individual**
- **Impact of fear on the organization**
- **Signs of fear in the workplace**
- **How to minimize and manage fear**



Fear and anxiety: The same or different?

Dimension	Fear	Anxiety
Stimulus:		
Identifiability	Clear	Unclear
Specificity	Discrete	Pervasive
Predictability	Predictable	Unpredictable
Threat	Rational	Irrational
Response:		
Components	Cognitive Physiological Behavioral	Cognitive Physiological Behavioral
Duration	Stimulus-bound	Chronic/enduring
Intensity	More	Less

(Adapted from Kleinkecht, 1986)



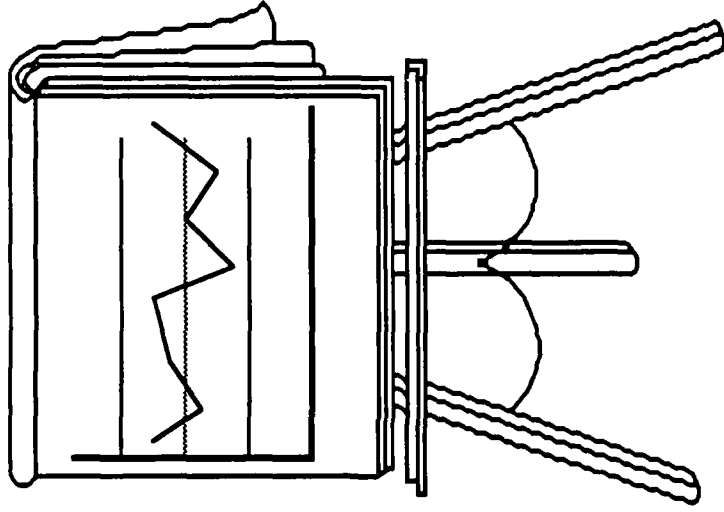
Outcomes of fear

- **Nourishes competition**
- **Develops an inside-out orientation**
- **Fosters short-term thinking**
- **Destroys trust**
- **Erodes joy in work**
- **Stifles innovation**
- **Limits communication**



What is the economic cost of fear?

- Unknown
- Unknowable



"Where there is fear. . . there will be wrong figures."

(Deming, 1986, p. 266)



What are we afraid of?

- Reprisal
- Failure
- Success
- Math, statistics, quantitative methods
- Change
- Speaking up
- Not making a mark on one's watch



Deming's Point 8

"Drive out fear, so that everyone may work effectively for the company."

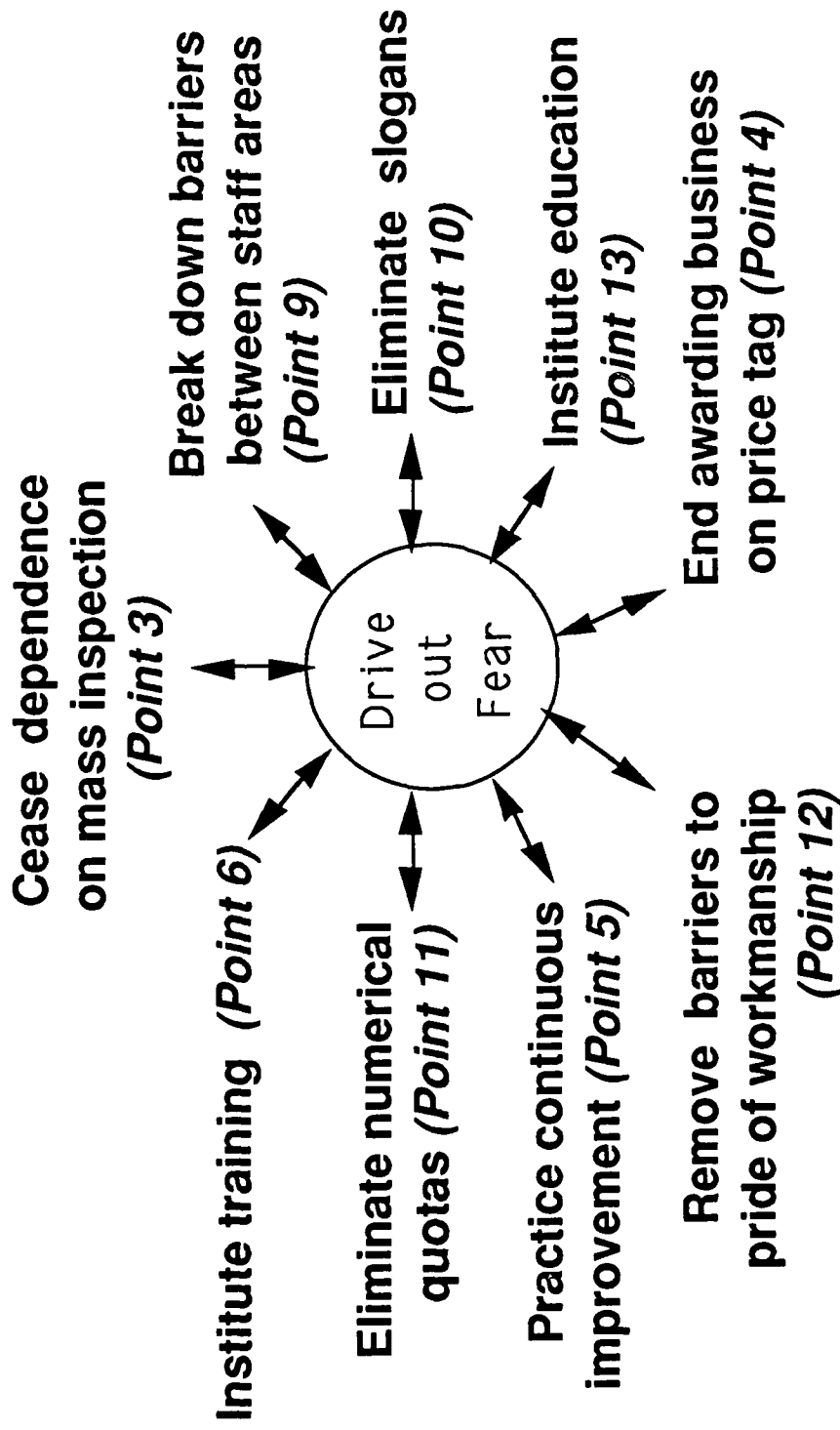
(Deming 1986, p. 23)

"Deming provides a provocative challenge, but does not offer much specific guidance about how to reduce fear in the workplace."

(Ryan & Oestreich, 1991, p. 18)



Fear as a Barrier to Meeting Many of Deming's Obligations



"Dr. Deming has found that the removal or reduction of fear should be one of the first of his fourteen obligations which top management starts to implement, because it affects nine of his other points."

(Scherkenbach, 1987, p. 75)



**"You can't address the technical problems of quality
without addressing the social systems of the organization."**

(G. Ranney, statistician, BOC Powertrain, *The Deming Library*, Vol. XVII)



"In my experience, people can face almost any problem except the problems of people."

(Deming, 1986, p. 85)

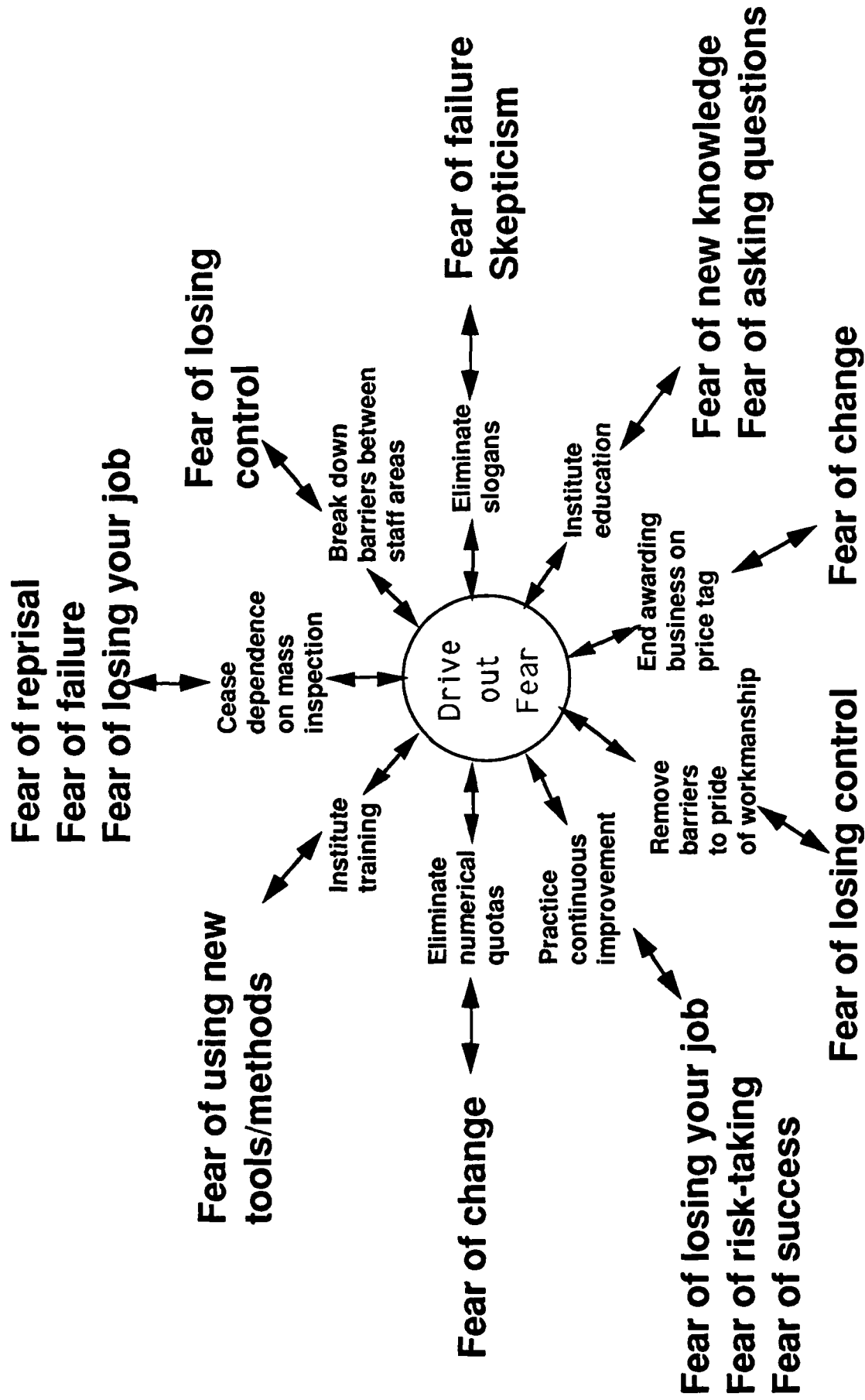


**"The fundamental problem in American business
is that people are scared to discuss
the problems of people."**

(Deming quoted by Gitlow and Gitlow, 1987, p. 137)



Fear as a Barrier to Quality: Solutions can Lead to New Problems





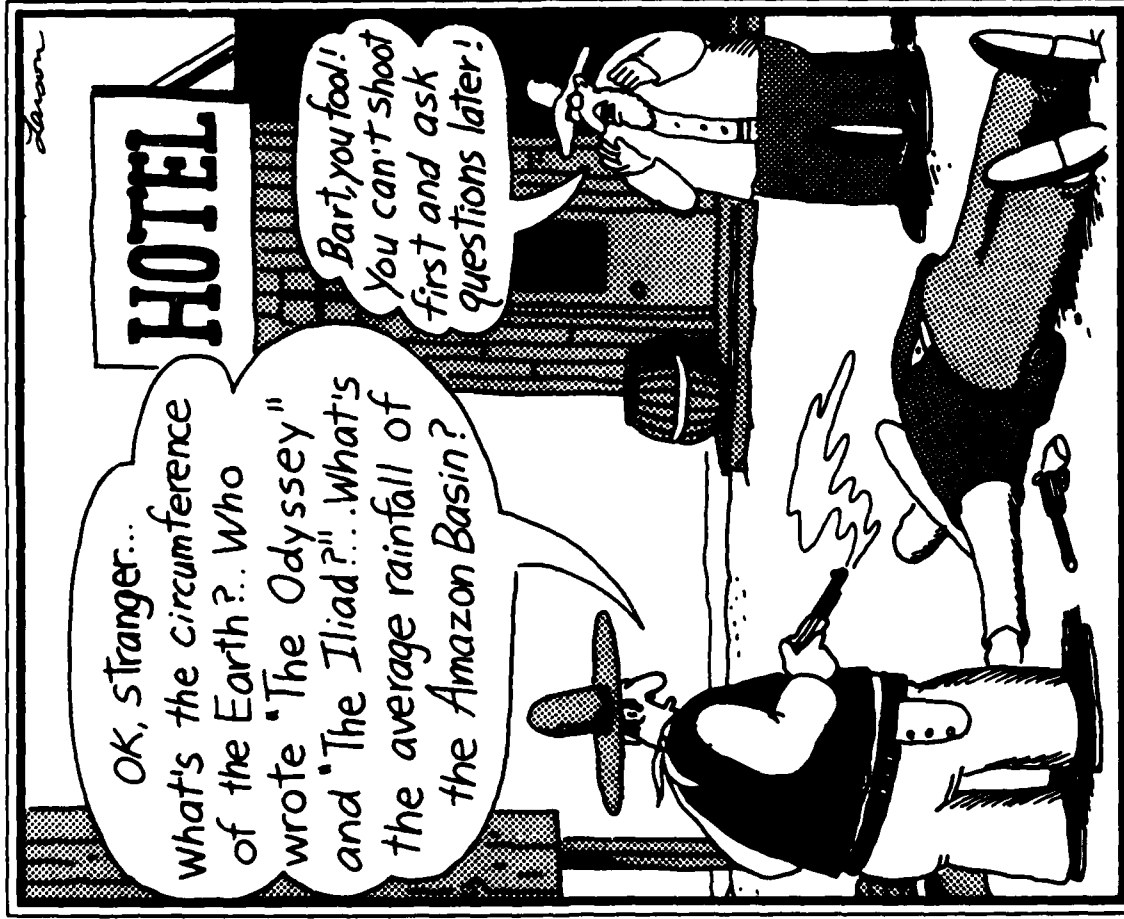
Partial Solutions

- **Leadership**
- **Vision**
- **Trust**



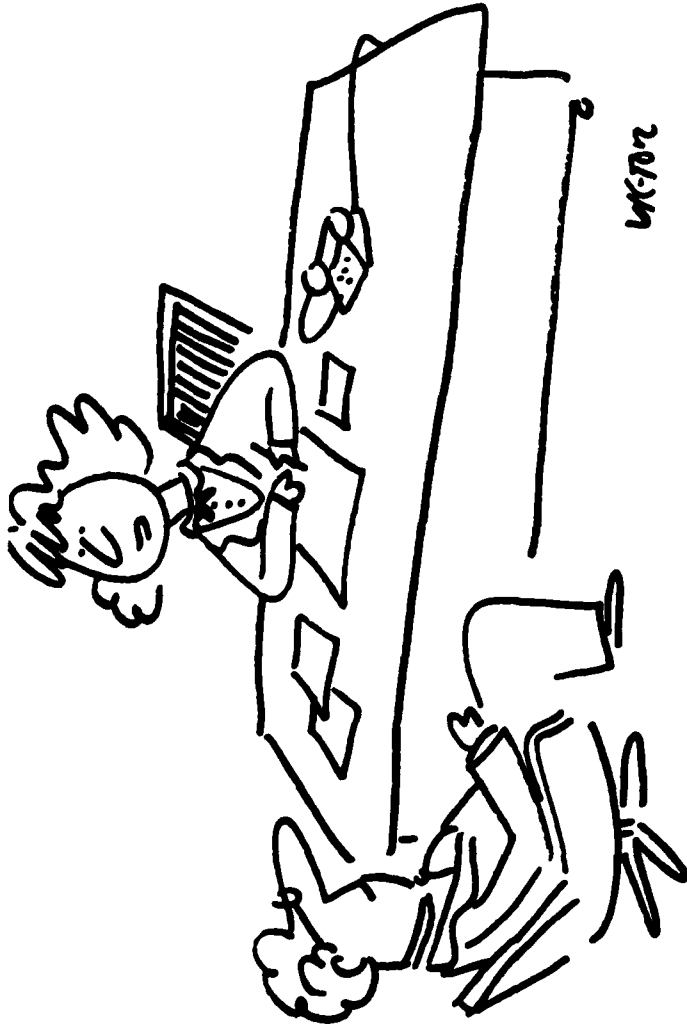
A Leader Who Does Not Manage Fear . . .

- **Constantly changes procedures, policies**
- **Micromanages employees' work**
- **Develops tighter personnel rules**
- **Limits the flow of information to subordinates**
- **Reassigns people**
- **Increases structures and control**
- **Blames others**
- **Develops defensive routines (e.g., isolation, denial)**
- **Punishes those who make mistakes to show others how not to behave**
- **Kills the messenger**



VICTOR'S

FUNNY BUSINESS



"Let's see, whom should we intimidate this week?"

Copyright 1990, USA TODAY. Reprinted with permission.

**"Our belief is that managers have the responsibility
of initiating efforts to reduce fear."**

(Ryan & Oestreich, 1991, p. xviii)



A Leader Who Manages Fear...

- Does not kill the messenger
- Understands benefits of cooperation and losses from competition*
- Avoids questions that ask for "yes" and "no" responses
- Is a coach and counselor, not a judge*
- Does not expect perfection*
- Responds quickly to employee concerns and ideas
- Searches for system issues
- Creates trust*

* (Deming, *The Deming Library*, Vol. XVI)

"The job of the leader is to understand that the system is composed of people."

(Deming, *The Deming Library*, Vol. XV)

Contribution of the vision statement in managing fear

- **Gives guidance**
- **Conveys a sense of purpose**
- **Inspires**



The Importance of Creating Trust

<p>High</p>	<p>Communication</p> <p>People are open to express:</p> <ul style="list-style-type: none"> • Thoughts • Feelings • Opinions <p>People are open to share:</p> <ul style="list-style-type: none"> • Information • Ideas • Knowledge • Data • Experiences 	<p>Cooperation</p> <p>People are willing to:</p> <ul style="list-style-type: none"> • Share resources • Give and receive help • Share workload <p>People are willing to:</p> <ul style="list-style-type: none"> • Work together towards the aim of the system
<p>Low</p>	<p>People behave:</p> <ul style="list-style-type: none"> • Evasively • Defensively • Dishonestly • Inconsiderately 	<p>People engage in:</p> <ul style="list-style-type: none"> • Turf battles • Win-lose dynamics • Internal competition

Level of Trust



Assessing Fear in Your Organization

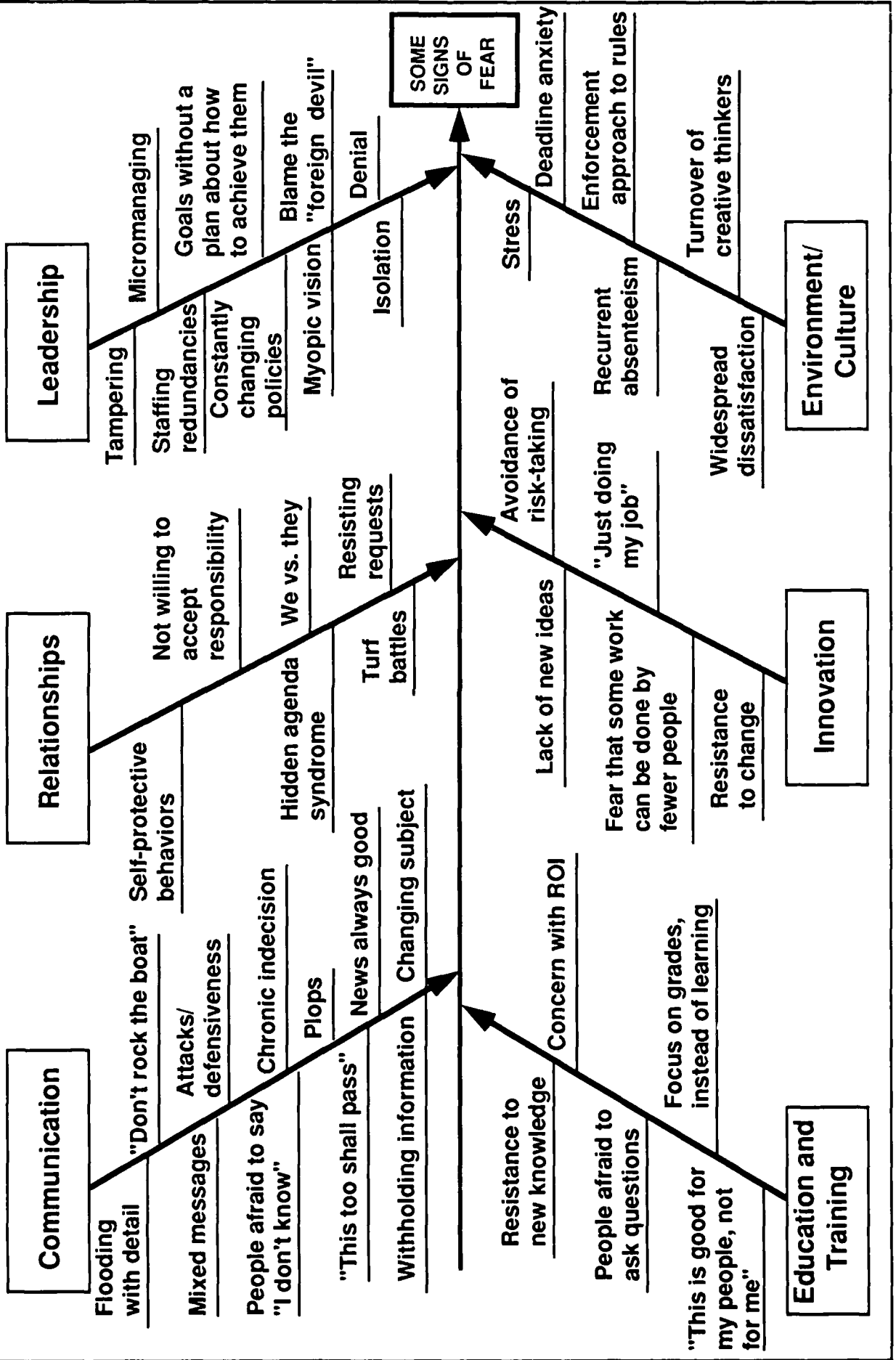
- Perceptions
- Trust
- Communication
- Expectations
- Training
- Assessment



Assessing Fear in Your Organization

- **Perceptions**
 - Do your peers or subordinates fear you? How do you know?
 - Do you feel that your boss perpetuates fear? If yes, what are you doing to help her/him?
 - Do you perceive that your people have to do things on the job that are against their better judgment?
- **Trust**
 - Do you trust your suppliers? Your customers?
 - Do you believe that your subordinates trust you? Do you trust them?
- **Communication**
 - Are you asking for feedback? Are you listening? Are you killing the messenger?
 - Do you paraphrase or restate what someone has said if it is not clear to you?
 - Do you believe that your subordinates have all the information needed to carry out their jobs?
- **Expectations**
 - Do you know what your peers and subordinates expect of you?
 - Has the organization published a statement of vision, mission, and guiding principles? Was it understood? How do you know?
- **Training**
 - Do you believe that your subordinates are not fully qualified to handle their jobs?
 - What have you done to make sure that your peers and subordinates acquire new knowledge and develop new skills?
 - Do you inform them of opportunities for individual development and advancement?
- **Assessment**
 - Has the organization conducted an assessment to identify barriers that inhibit performance? If yes, has anyone taken action?

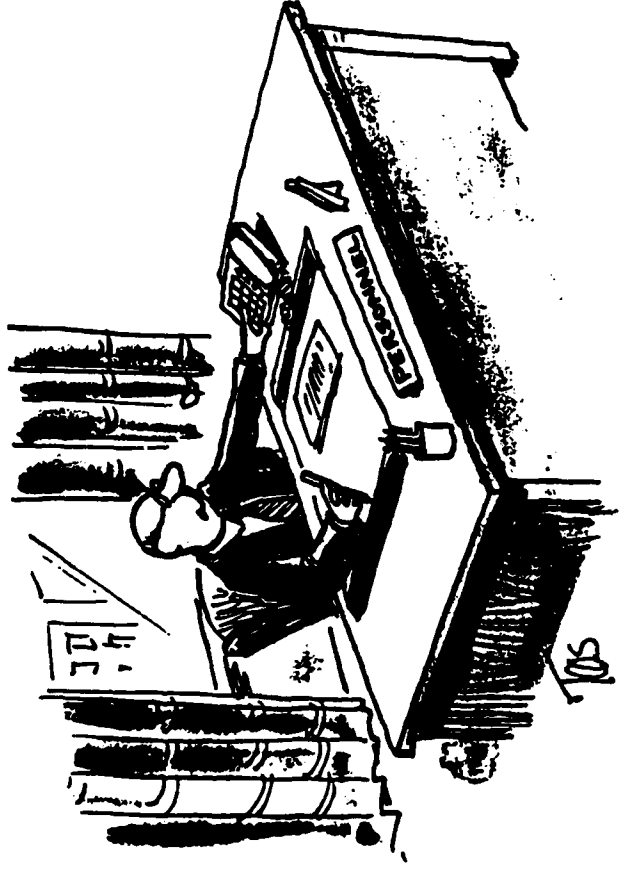
Signs of Fear in the Workplace





Lessons Learned

- **Awareness of the presence of fear and the need to manage it is the first step**
- **Top-down approach is a must**
- **There are no quick fixes**
- **It is a never-ending process**
- **It requires teamwork**
- **Assessments and data collection are necessary**
- **One should not try to address everything at once**
- **It doesn't matter when you start . . . as long as it is now!**



"Send in the usual suspects."

Copyright 1991, Andrew Toos. Reprinted with permission.

**"All workers ask for is a chance to
work with pride, to work without fear."**

(W. E. Deming, 1986)