

The K.I.S.S. Principle



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K.I.S.S. Etymology

From Wikipedia.org

The "KISS" acronym is known to have been in use during the Apollo project in the 1960's. Earlier etymology of the expression is uncertain.

There are several theories as to its origin:

- used as a piece of advice from lawyers counseling their clients
- invented in the U.S. Army as army slang
- invented at the Lockheed Skunk Works facility

What is the Acronym?

- ✓ **K**eep **I**t **S**uper **S**imple
- ✓ **K**eep **I**t **S**imple, **S**weetie (*gentler, or perhaps more patronizing*)
- ✓ **K**eep **I**t **S**mall and **S**imple
- ✓ **K**eep **I**t **S**imple, **S**martguy
- ✓ **K**eep **I**t **S**imple and **S**tupid (*often used when discussing artificial intelligence*)
- ✓ **K**eep **I**t **S**mall and **S**calable (*often used when discussing IT*)

What is the Acronym?

- ✓ **K**eep **I**t **S**hort and **S**imple (a common marketing maxim for sales presentations)
- ✓ **K**eep **I**t **S**tupidly **S**imple
- ✓ **K**eep **I**t **S**imple, **S**illy (another kinder phrasing)
- ✓ **K**eep **I**t **S**tupid, **S**imple (the joking version)
- ✓ **K**eep **I**t **S**hort and **S**weet
- ✓ **K**eep **I**t **S**imple and **S**weet

Other Acronyms

- ✓ **Keep It Simple, Keep It Stupid** (which produces the acronym KISKIS)
- ✓ **Keep It Simple; Make It Fun** (KISMIF - a term used in scouting)
- ✓ **Keep It Spiritual; Make It Fun** (variation used in the Camp Lu-Jo KISMIF slogan)

ASQ - Dan Brown says...

*“Larry it is not KISS - it is **K.I.S.**”*

Keep It Simple!

K.I.S.S.

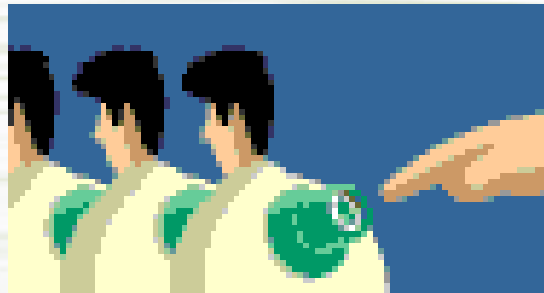
What does it mean in the Quality World?

- Process Mapping
- Foundation of Lean
- Foundation of 6-Sigma - *Maybe Not!*
- Communication
 - ❖ Procedures
 - ❖ Checklists
 - ❖ Forms
 - ❖ Verbal - Next slide

Communication Exercise

 4 Volunteers

Once upon a time there was this company and
the company's owner...



So, what can you do?

Documents must be :

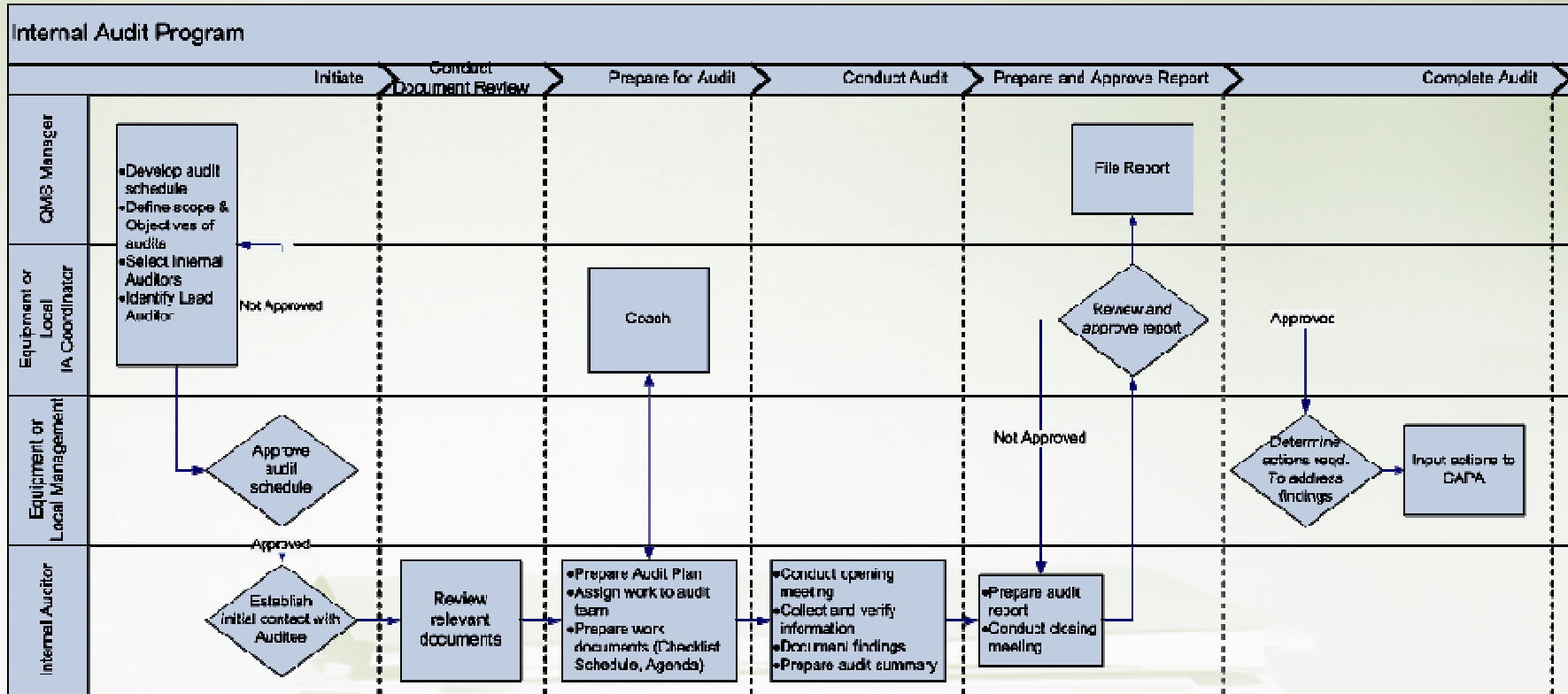
- ✓ Concise and easy to understand
- ✓ Written from the user's perspective
- ✓ Free of jargon and technical language -
Language is simple and clear
- ✓ Understood by all users - including all TLA's, and
nicknames
- ✓ Able to be read like a cook book rather than an
encyclopedia

So, what can you do?

Maps/Graphics must:

- ✓ Show basic process
- ✓ Be easy to follow
- ✓ Have labels that are clear and appropriate
- ✓ Be large enough to see





So, what can you do?

Verbal:

- ✓ Listen > Think > Speak
- ✓ Communicate critical information
- ✓ Can everyone hear you?
- ✓ Did everyone listen?
- ✓ Did they understand???





“Do but take care to express yourself in plain, easy manner, in well chosen, significant and decent terms, and to give a harmonious and pleasant turn to your periods: study to retain your thoughts, and set them in the truest light, laboring as much as possible, not to leave them dark nor intricate, but clear and intelligible.”

-Miguel de Cervantes, Preface to Don Quixote