



THE CARIBBEAN © MODEL

The Caribbean (c) has been developed by Everard van Kemenade¹ to cope with emergent change, where the PDCA might be better equipped for planned change. Caribbean is an acronym that shows 9 aspects that are crucial in times of emergent change:

1. *Context*
In times of emergent change the context needs to be taken into account. It defines to a large extent what the criteria for quality of the organisation are.
2. *Attention*
Emergent change requires attention to the core business, team and individual.
3. *Reflection*
Emergent change requires continuous reflection.
4. *Inspiration*
In times of change it is crucial that first leadership and in fact as many staff as possible, are committed to the change. Leadership needs to inspire the staff for the change.
5. *Breakthrough*
Incremental change is not enough, we are looking for breakthrough change.
6. *Benchmarking*
In situation like this we need to cooperate, network, benchmark with organisations that can support the change.
7. *Experience*
Finally we are not satisfied with customer satisfaction. We strive for customer delight, providing the customer with an experience never to forget.
8. *Action*
That requires continuous action.
9. *No negativity*
In an atmosphere where mistakes to some extent may be made, where positivity is the attitude.

¹ Under the original title of ACCRA ©