CRM
Indicador de Desempeño Grupal

Diego M Garcia M

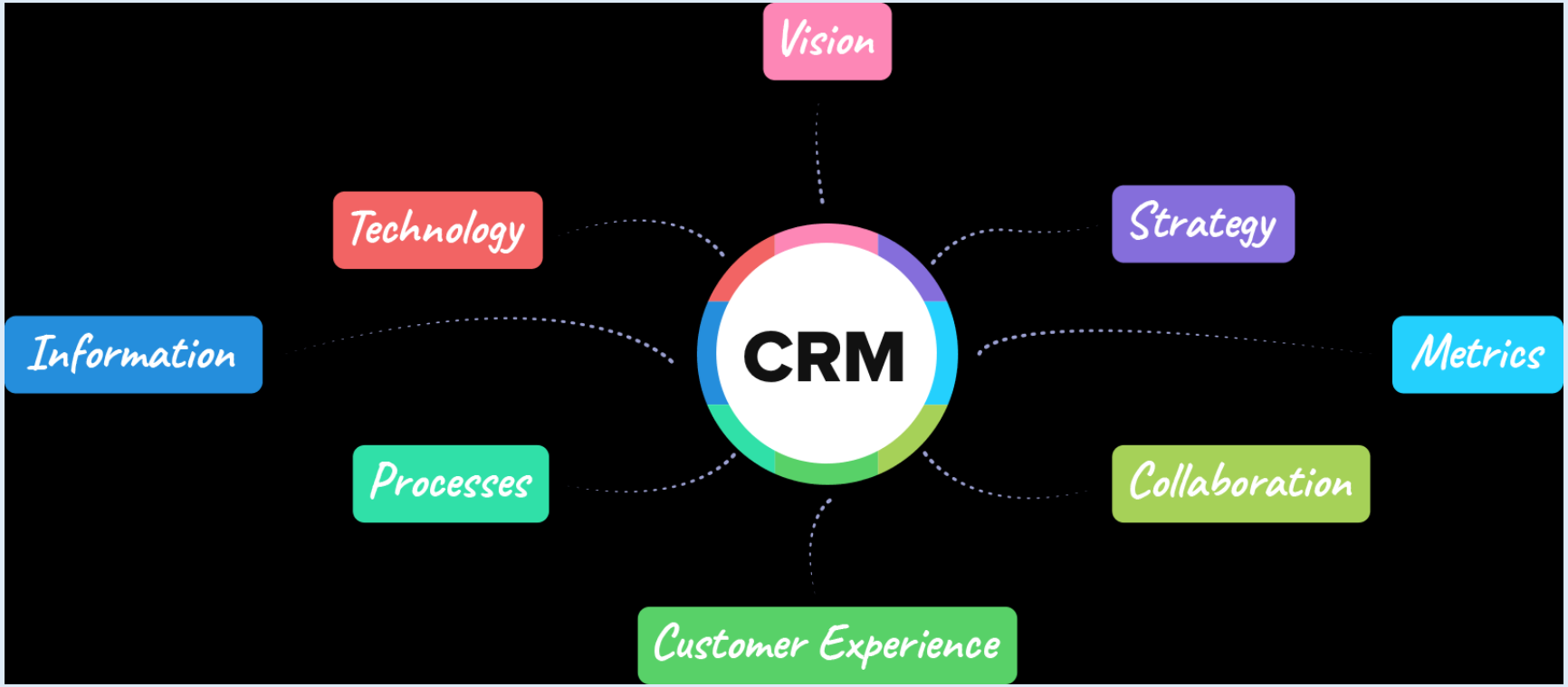
Medicina Aeroespacial

Factores Humanos

Disclaimer

CRM?

- **Customer Relationship Management**
  (Gestión de Relación con el Cliente (70's))



CRM- Desempeño Humano

Cockpit Resource Management

- Concepto: NTSB UAL 173 (1978)
- Término: NASA 1979
- Entrenamiento: British Airways 1981
- 6 Generaciones:
  1. Empoderamiento y Distancia de Poder LOFT
  2. Crew Resource Management. 1986. Otros grupos. SA
  3. Entrenamiento técnico. 1990. KSA. Automation
  4. "Sistémico" 1993. AQP. Checklists. Organización.
  5. Eliminar, Capturar, Minimizar. 1996. TEM. LoA
  6. Multifactorial. 2001. TEM: DM, SA, HuPer, Workload,

CRM

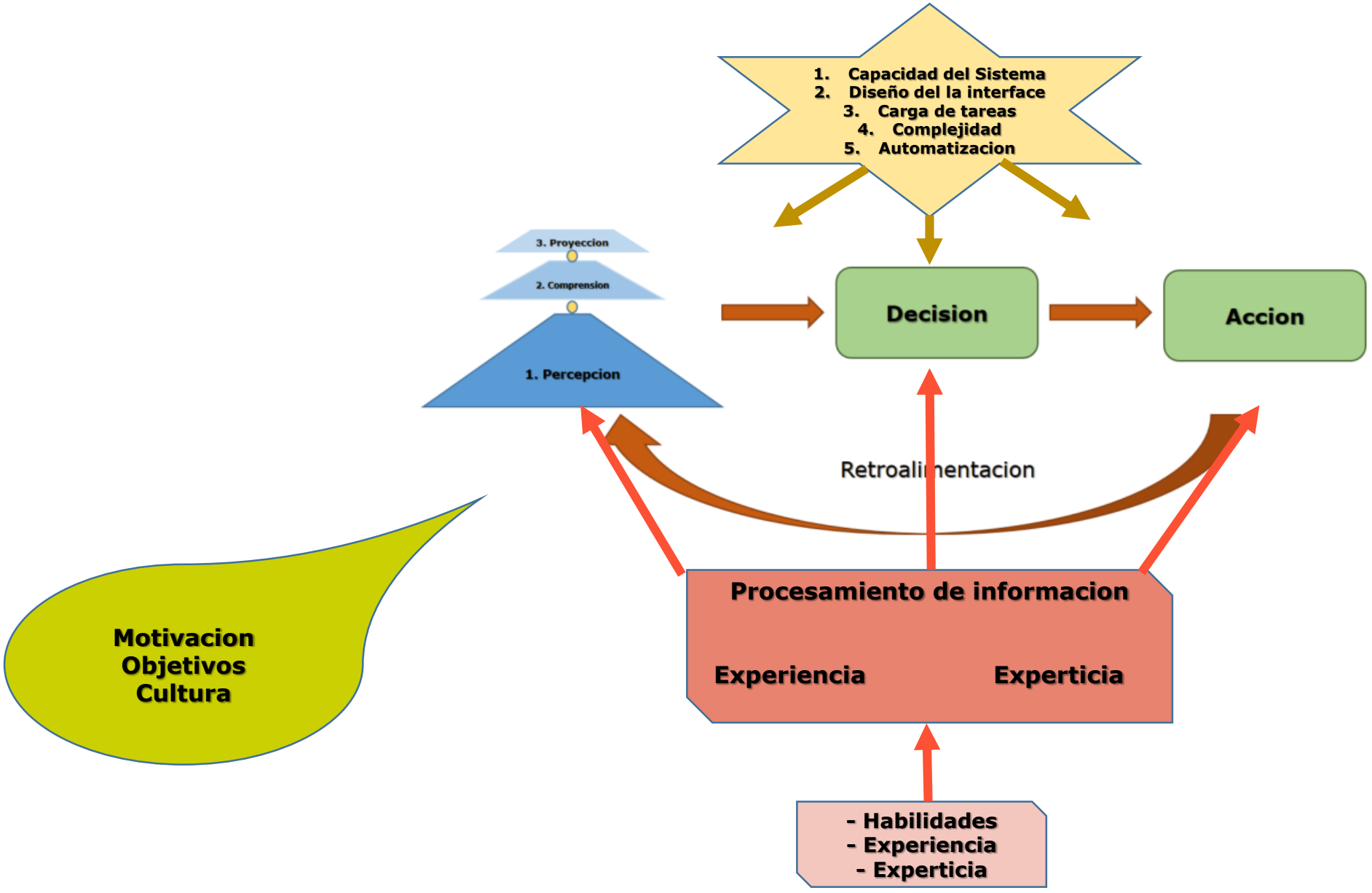
Equipo

- ✓>2 personas
- ✓Objetivo común
- ✓Interdependientes

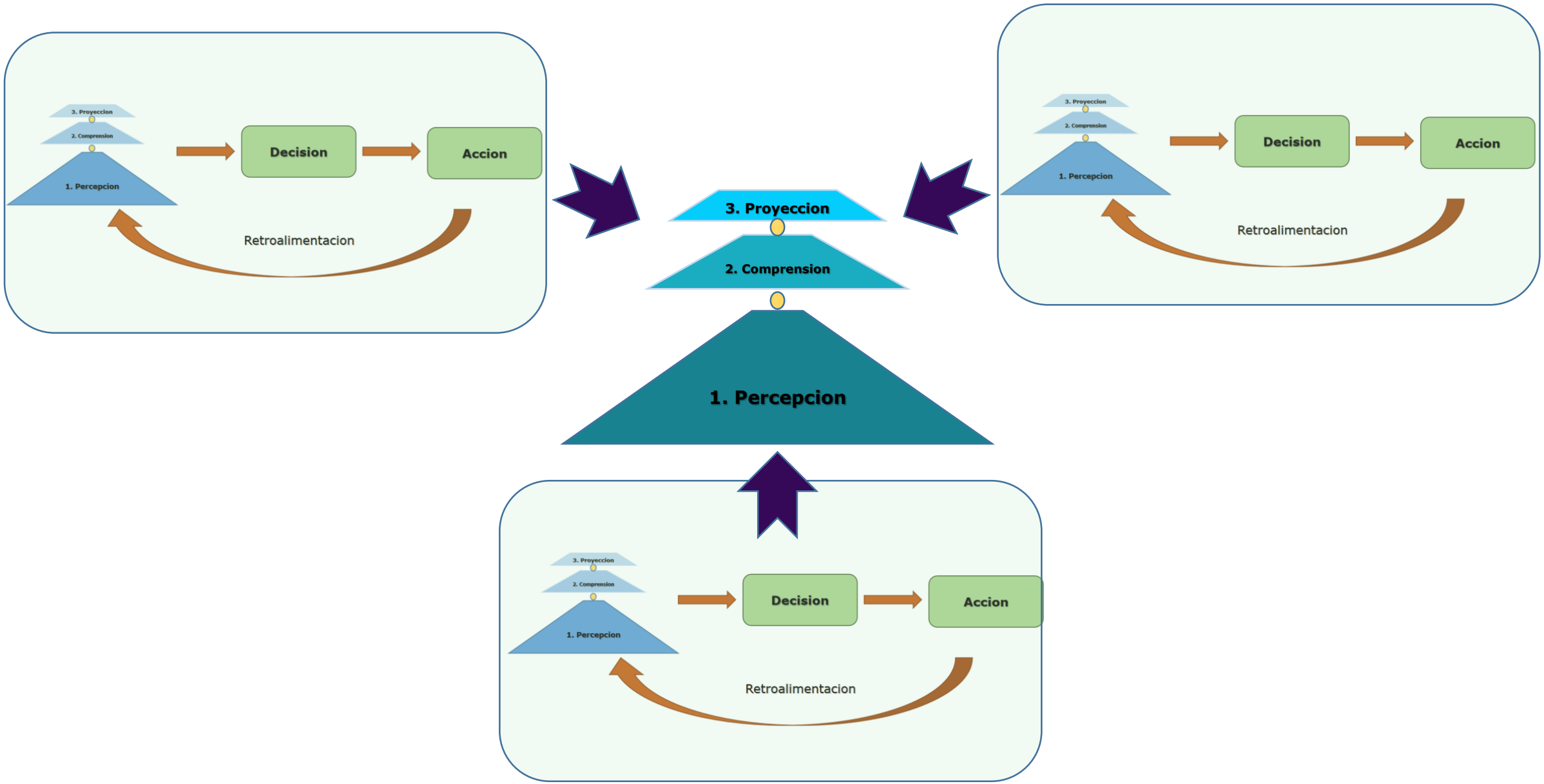
CRM

Conciencia Situacional

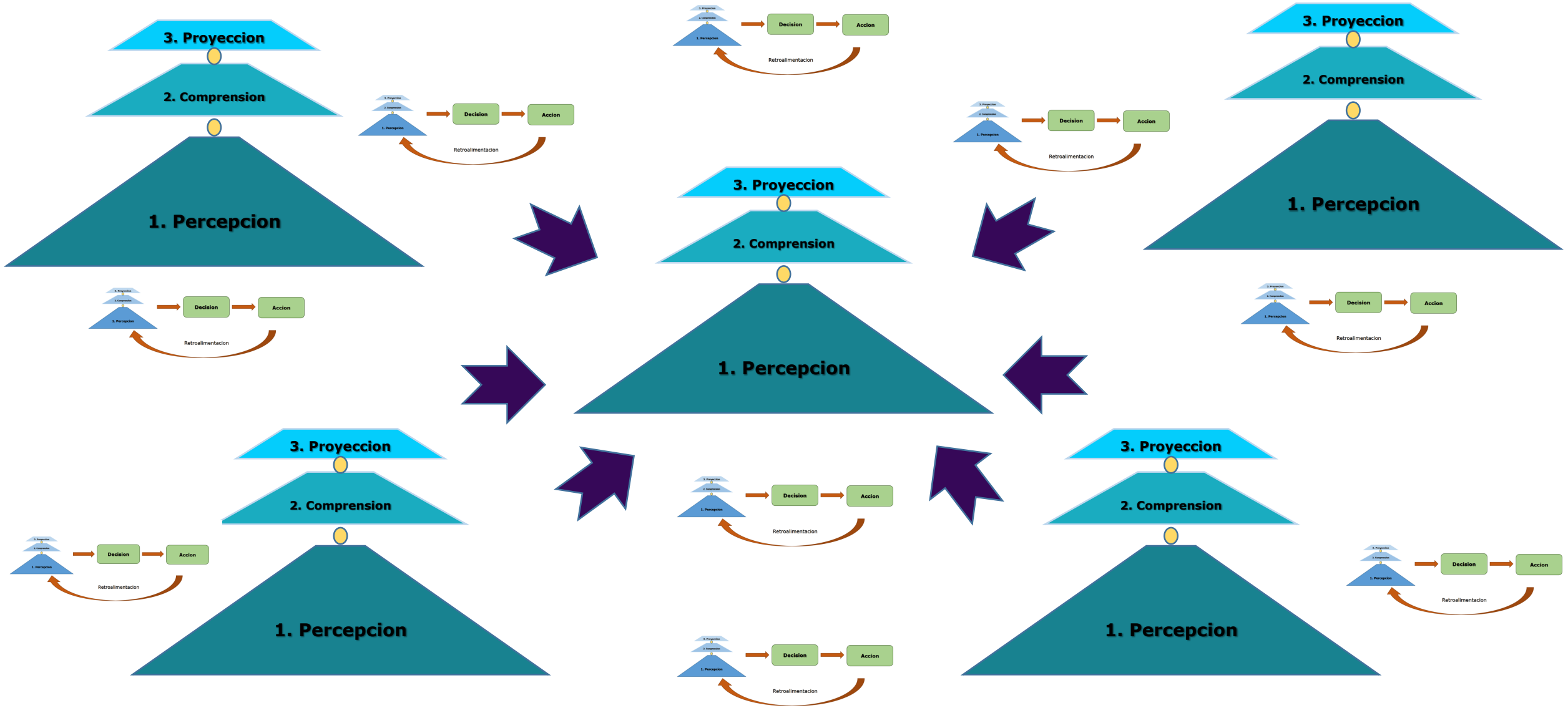
Modelo de Conciencia Situacional (Endsley)



Conciencia Situacional Grupal (SMM)

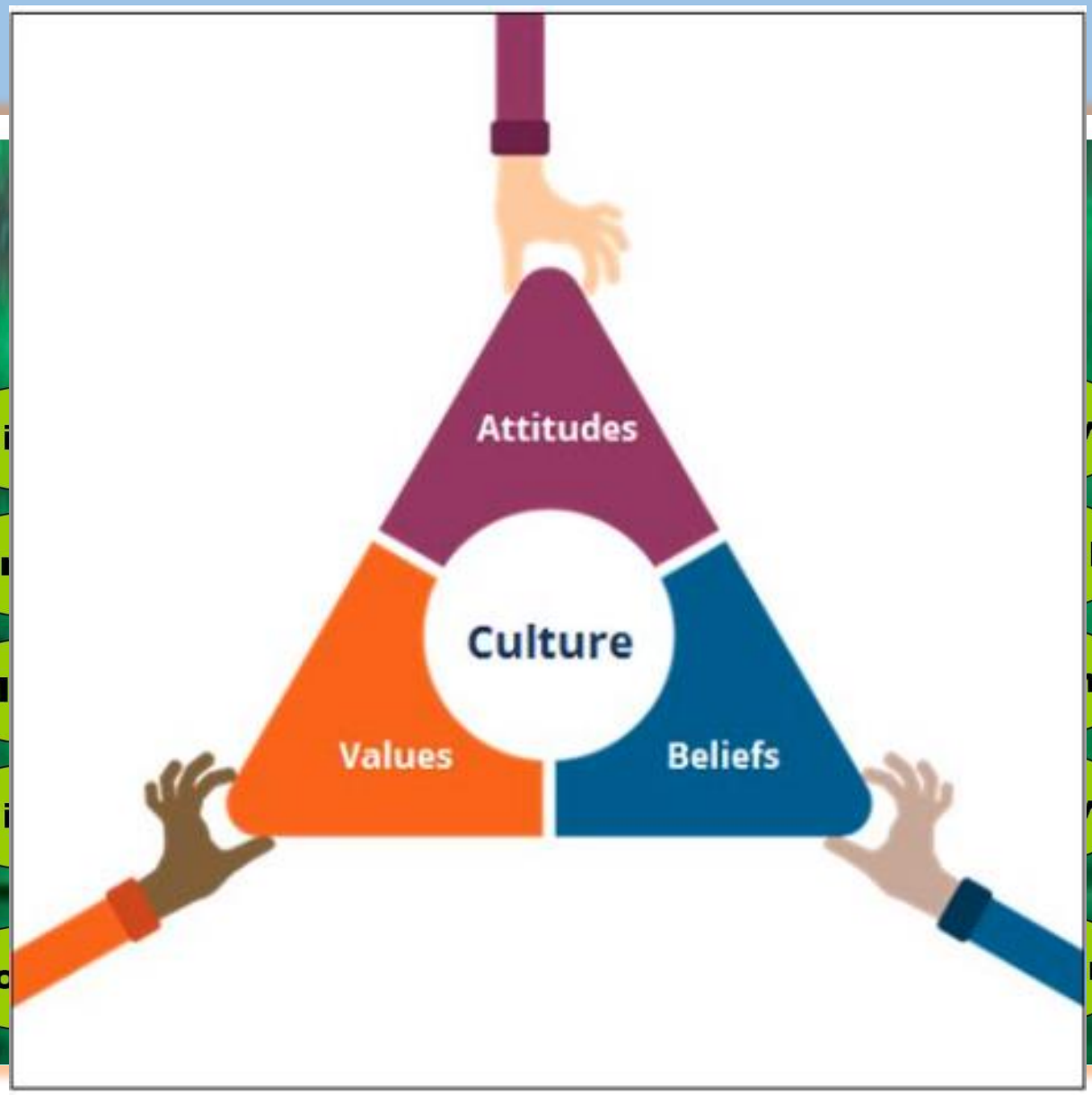


Conciencia Situacional Sistemica (STM)



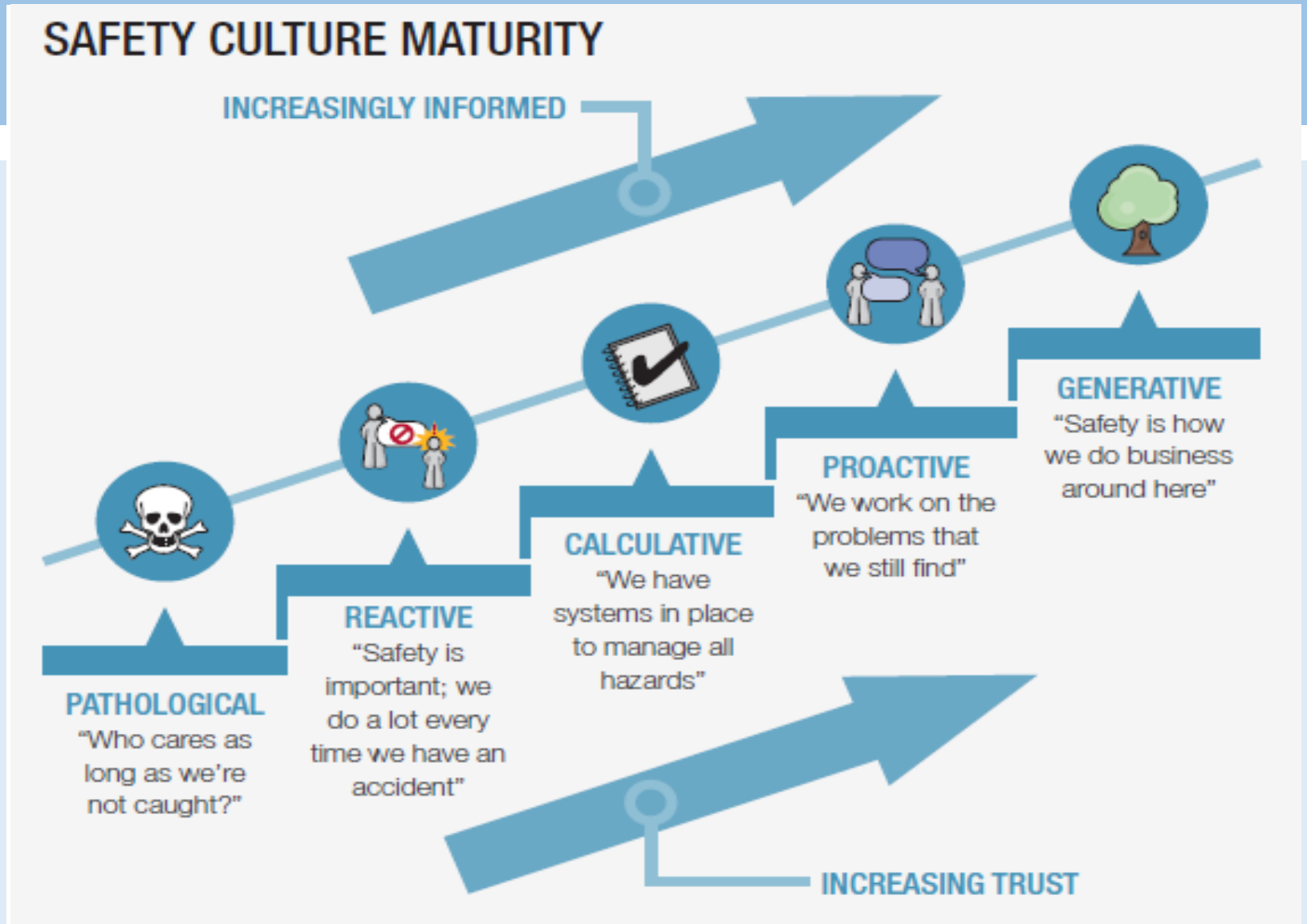
CRM

- Culture



CRM

- Culture



Helmreich, R. L. & Merritt, A. C. (in press). Culture at work in aviation and medicine: National, organizational, and professional influences. Aldershot, U.K.: Ashgate.

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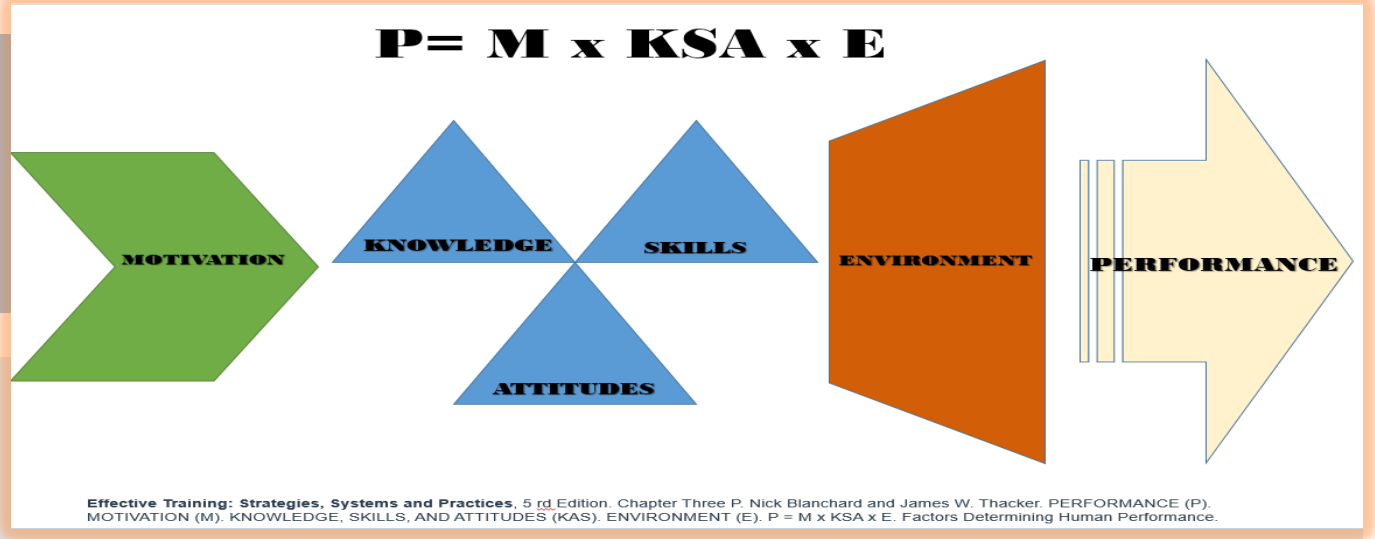


Problemas

✓Right Stuff?

Instrumentallity, Expresiveness, Motivation, Mastery

✓Wrong Stuff?

Negat Instrumentallity, Negat Expresiveness,

Verbal Agressiveness, Interpersonal competitiveness

✓No Stuff??

Low motivation, bad performance, no adaptation

Helmreich, R. L. & Merritt, A. C. (in press). Culture at work in aviation and medicine: National, organizational, and professional influences. Aldershot, U.K.: Ashgate.
Barbara G. Kanki 1948; José M. Anca; Thomas Raymond Chidester. Rew Resource Management. Third edition. Amsterdam : Academic Press

CRM

Problemas

✓Multitasking?

Atención: Divisa. Plástica, Elástica y Fluctuante.

✓Automation?

LoA, Trust (Big Data, Block Chain, Deep Learning)

✓Risk Prediction?

SMS, Predictive, HRO, Resilience

✓Science?

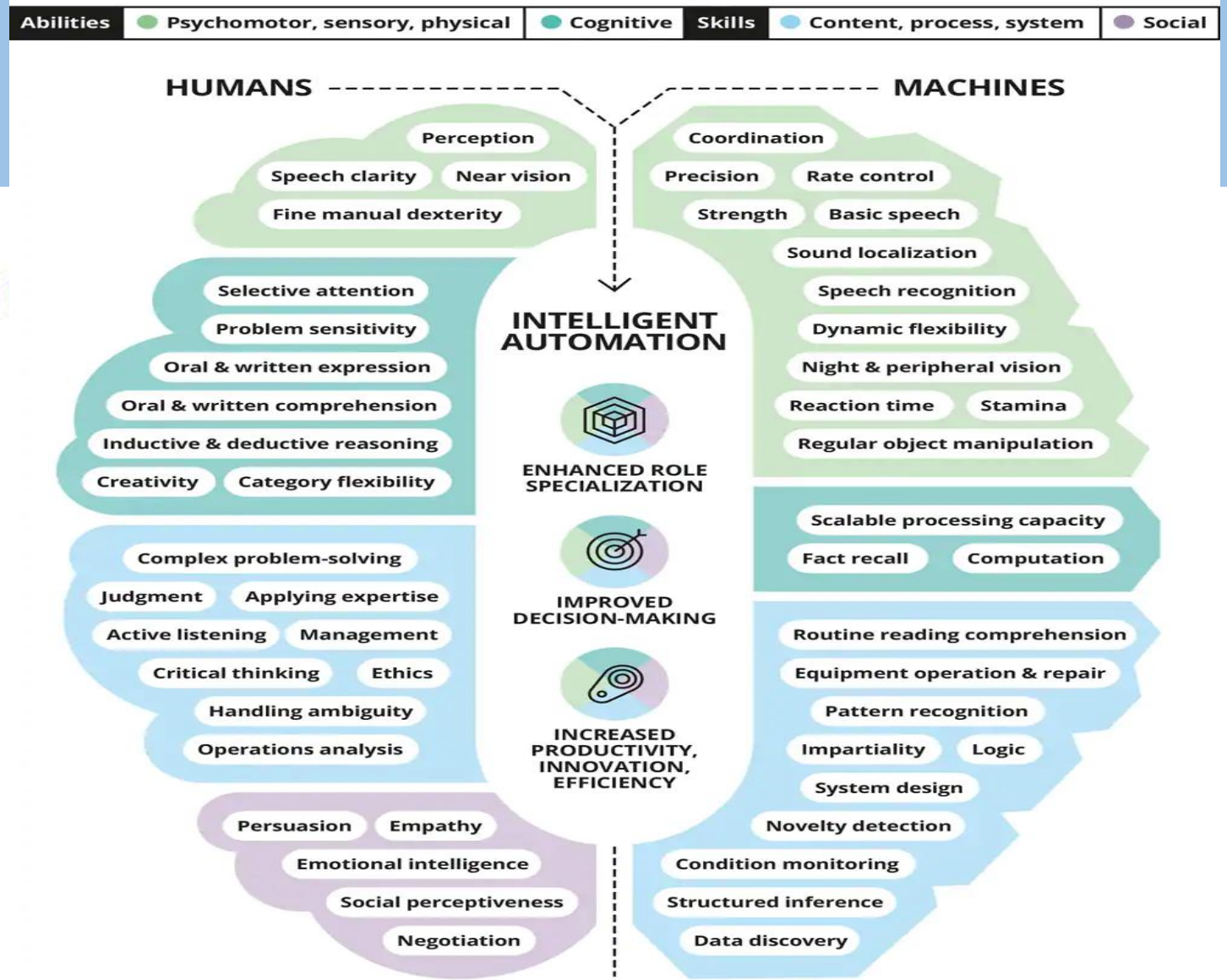
Mejor evidencia disponible, Mejores practicas recomendadas

Transferencia (signs)

CRM

Figure 1. A new mind-set for the no-collar workforce

Humans and machines can develop a symbiotic relationship, each with specialized skills and abilities, in a unified workforce that delivers multifaceted benefits to the business.



Sources: Deloitte LLP, *Talent for Survival: Essential skills for humans working in the machine age*, 2016; Deloitte LLP, *From brawn to brains: The impact of technology on jobs in the UK*, 2015; Jim Guszcza, Harvey Lewis, and Peter Evans-Greenwood, *Cognitive collaboration: Why humans and computers think better together*, Deloitte University Press, January 23, 2017; Carl Benedikt Frey and Michael A. Osborne, *The Future of Employment: How Susceptible are Jobs to Computerisation?*, University of Oxford, September 17, 2013; O*NET, US Department of Labor.

CRM-etrics

Diego M Garcia
2018

CRM-etrics

Attitudes

1. Safety Climate
2. Collective Orientation
3. Trust

Behaviors

4. Communications
5. Coordination
6. Resiliency

Cognitions

7. Team Situational Awareness
8. Problem Solving
9. Team Decision Making

Attitudes
1. Safety Climate
2. Collective orientation
3. Trust

Behaviors
1. Communications
2. Coordination & Leadership
3. Resiliency & Adaptability

Cognitions
1. Team Situational Awareness
2. Problem Solving
3. Team Decision Making

CRM-etrics

A. Total	A	X
B. Total	B	y
C. Total	C	Z

CRM-etrics score	S /	P
Pondered score	P /	54

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