

*“ We provide quality service”*

*“ Quality is our recipe”*

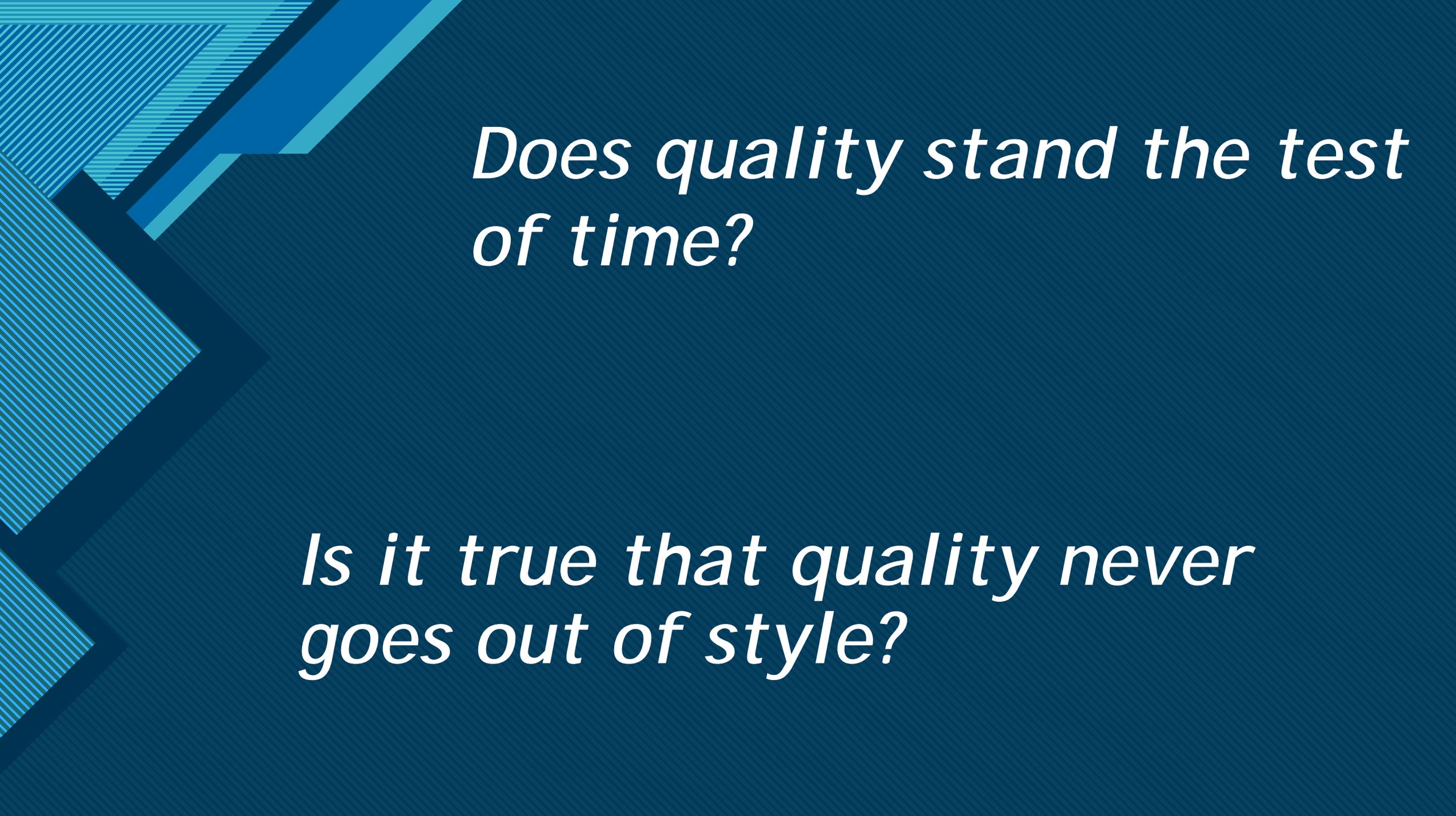
*“ Quality Work by Quality People”*

*“Our goal is to deliver a quality product”*



# Understanding the relevance of QUALITY

1. What is quality & why is it relevant
2. Quality and people
3. Quality and process
4. The soft side of quality\*



*Does quality stand the test  
of time?*

*Is it true that quality never  
goes out of style?*

*Continuous Change*  
derived from  
*continuously changing*  
*consumer needs* makes it  
impossible for quality  
standards to remain  
constant. However,  
quality standards can be  
cyclical.

# What is Quality?

QUALITY has many definitions

## General (Google) dictionary definition

The standard of something as measured against other things of a similar kind;  
the degree of excellence of something.

## Product based

Conformance to requirements (Philip Crosby)  
Fitness for use ( Dr. Edwards Deming)

## Service and Performance based

Fitness for purpose (Dr. Joseph Juran)

## Management based

*80% of quality problems are caused by managers (Dr. Deming)*  
*Total Quality Control (Feigenbaum)*

# Value and Quality

## VALUE

- Benefit
- Usefulness
- Monetary attribute
- Worth

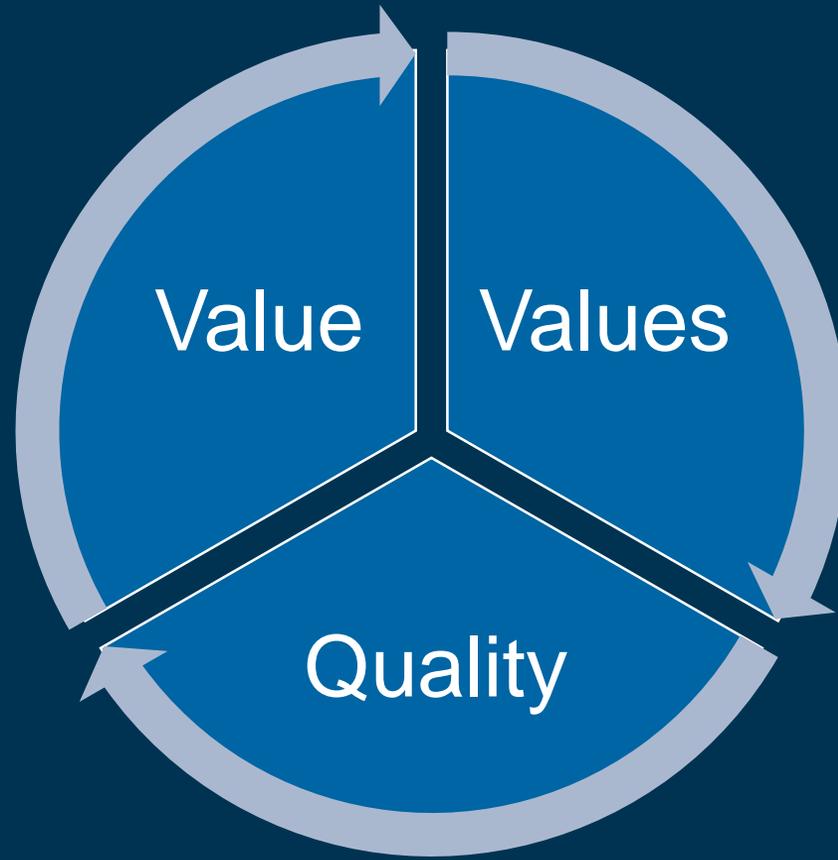
## QUALITY

- Characteristics in relation to needs
- Freeness from Deficiencies

# Quality is Personal

- Beliefs
- Assumptions
- Principles or standards of behavior
- Personal judgement on importance

# Understanding the quality paradigm



# Values to Quality Map





For today's  
consumer  
Quality = Product  
satisfaction AND  
Service

# The relevance of organizational quality?

- Quality Leadership?
- Quality Management?
- Quality Improvement?
- Quality Assurance?
- Quality Control?

# Troubleshooting Organizational Quality

## Process Quality

- Standardization
- Conformance to standards
- Efficiency and Effectiveness
- Production

## People Quality\* (of life)

- Purposeful activities
- Meaningful work
- Fulfillment and satisfaction
- Personal value delivery
- Health and Safety



# *Communication*

Quality is impossible to attain  
without effective communication

# Clarifying Leadership and Leaders

## Leadership

- The process of leading
- Method based
- Systematic

## Leaders

- A person responsible for followership
- Influence
- Personal

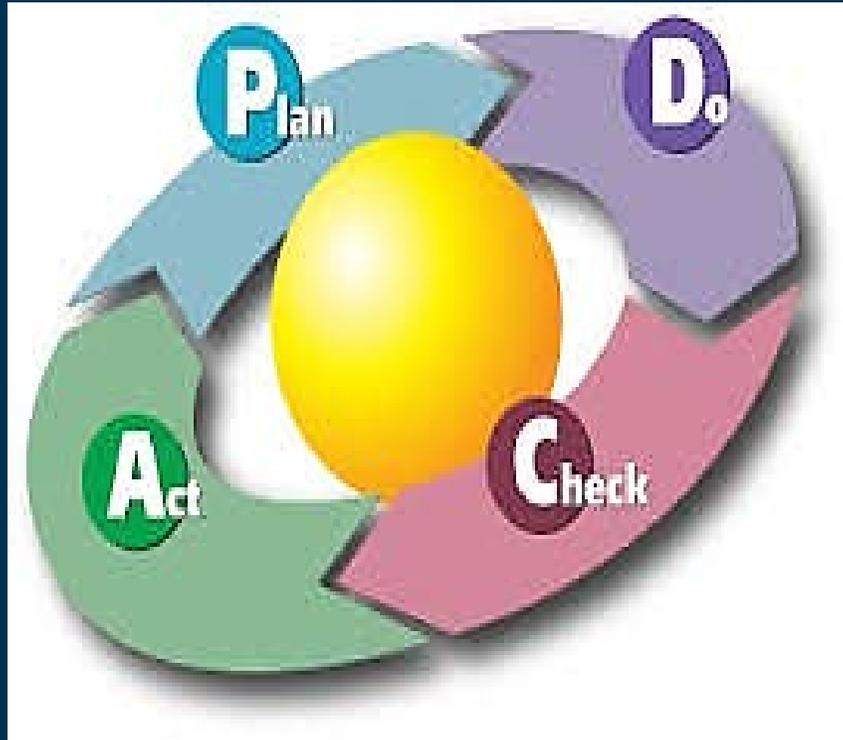
# Quality - Leadership\*





# Quality Management\*

# Quality - Improvement

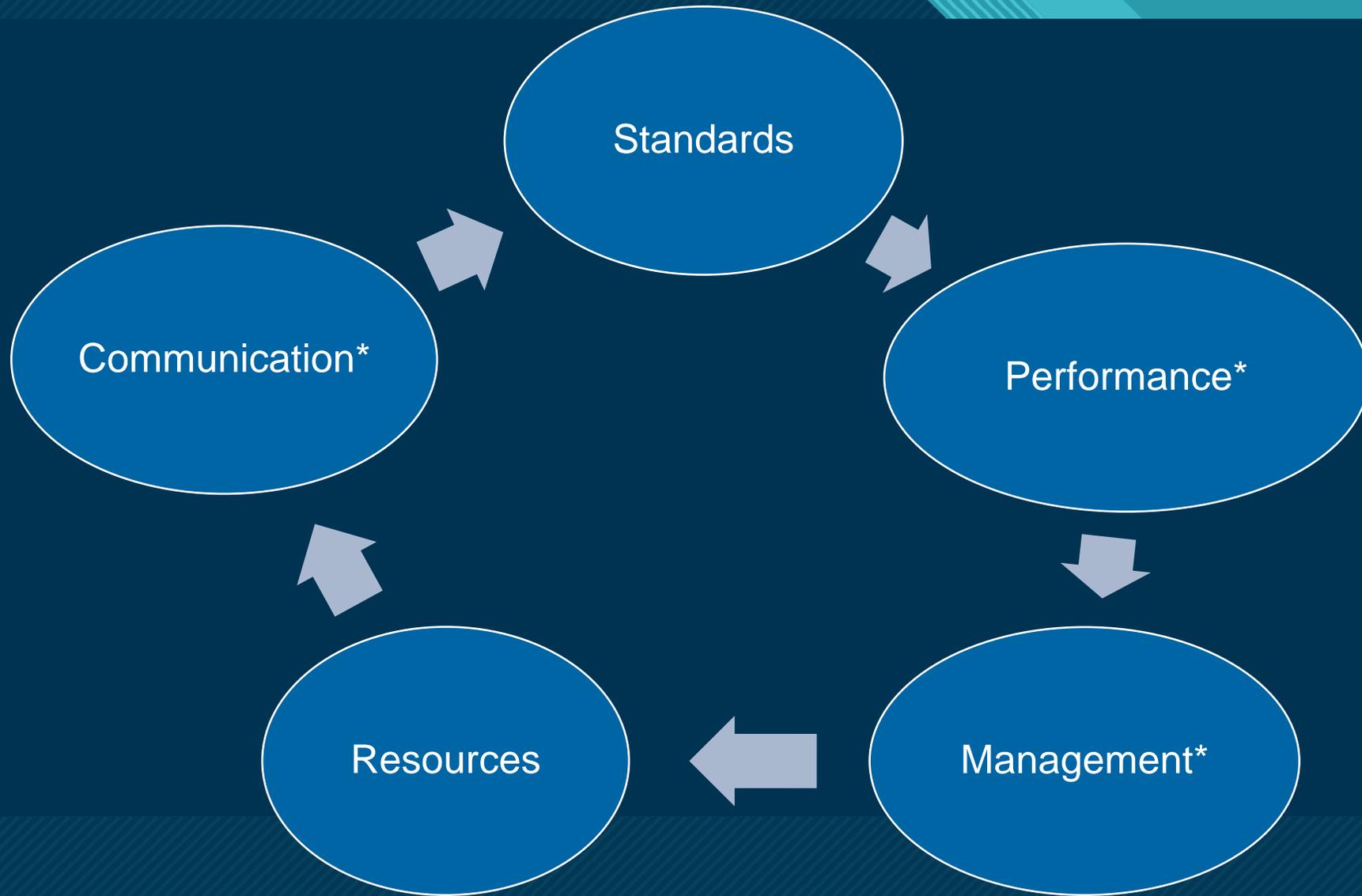


Voice of the customer\*

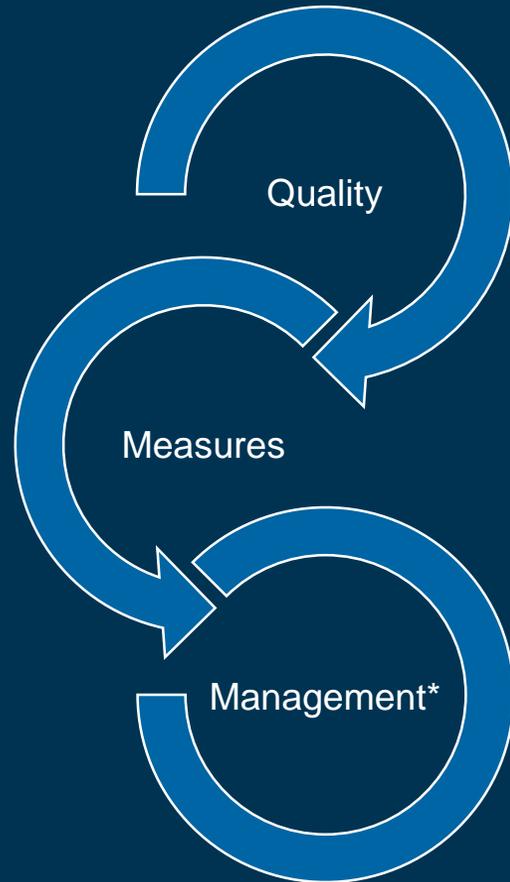
Voice of the process

PDCA\*

# Quality -Assurance



# Quality Control



Establish Quality  
(VOC)

Define relevant  
measures

Implement  
management process

# Quality Improvement

Leadership \*

Workforce commitment\*

Method

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*"It is not how much time you put in that counts but how much you put into time...."*

*Quality begins with you take the time to determine purposefulness and pursue excellence."*

