"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
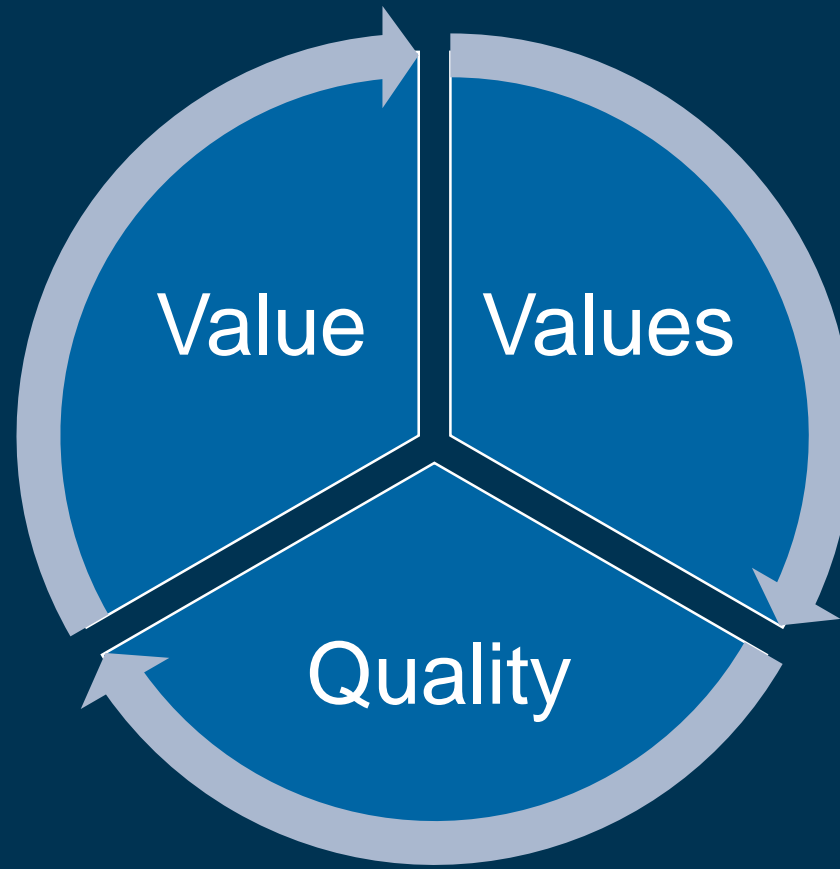- Monetary attribute
- Worth

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

Beliefs, Assumptions, Principles → Desired standards → Quality/Cost

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
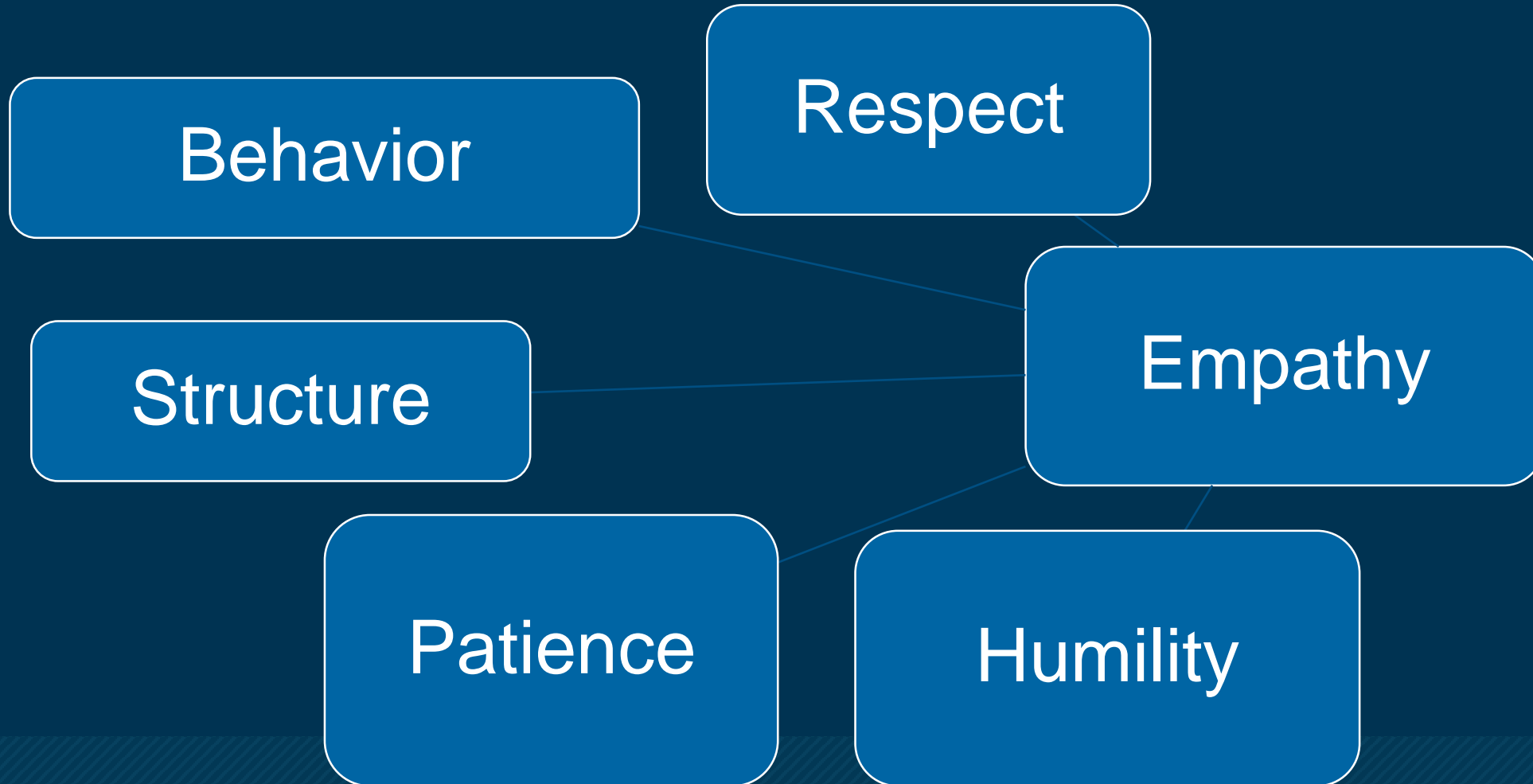
Clarifying Leadership and Leaders

Leadership

- The process of leading
- Method based
- Systematic

Leaders

- A person responsible for followership
- Influence
- Personal

Quality – Leadership*

Behavior

Respect

Structure

Empathy

Patience

Humility

Quality Management*

Quality - Improvement

Voice of the customer*

Voice of the process

PDCA*

Quality -Assurance

Quality Control
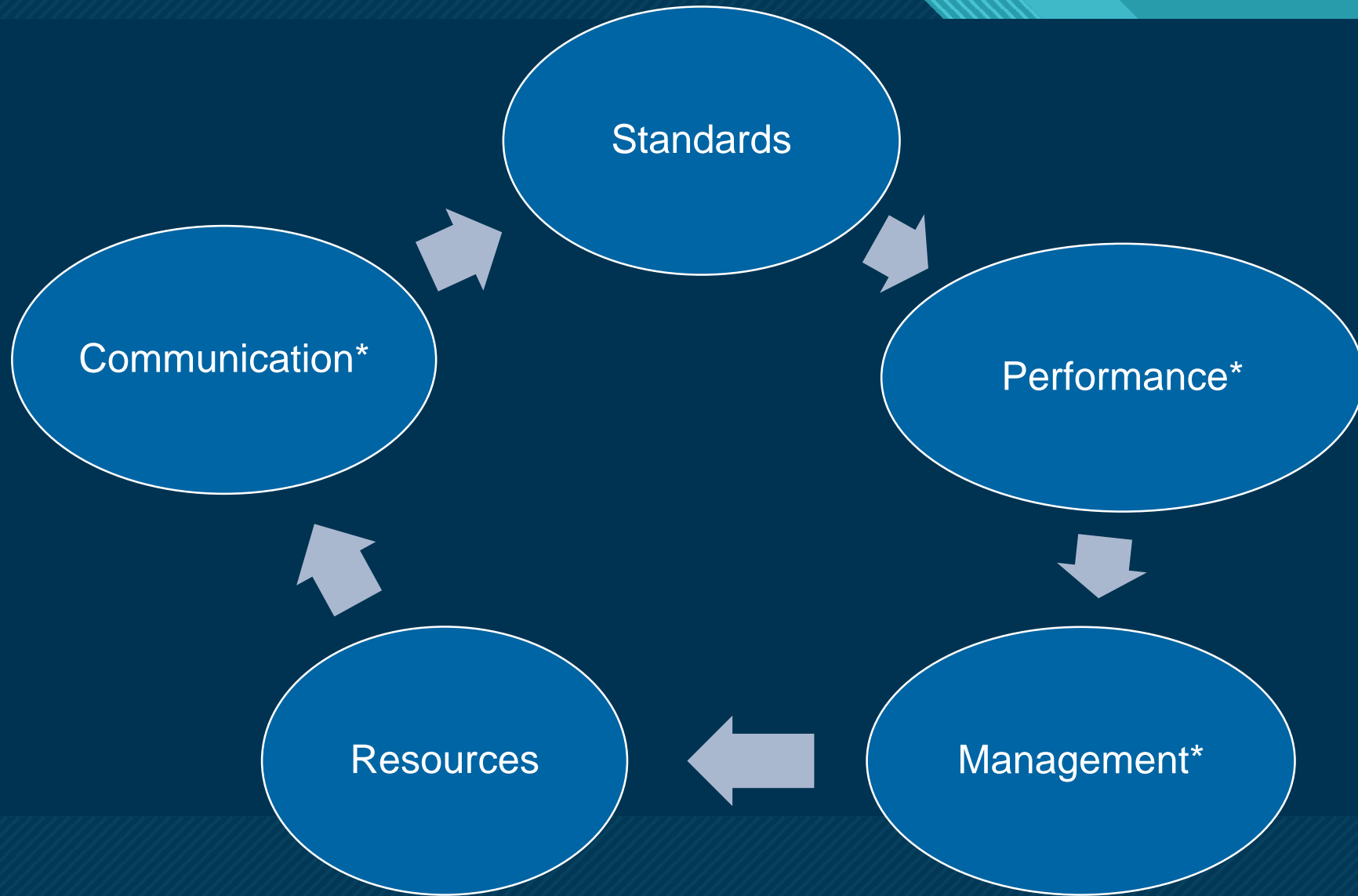
Quality

Measures
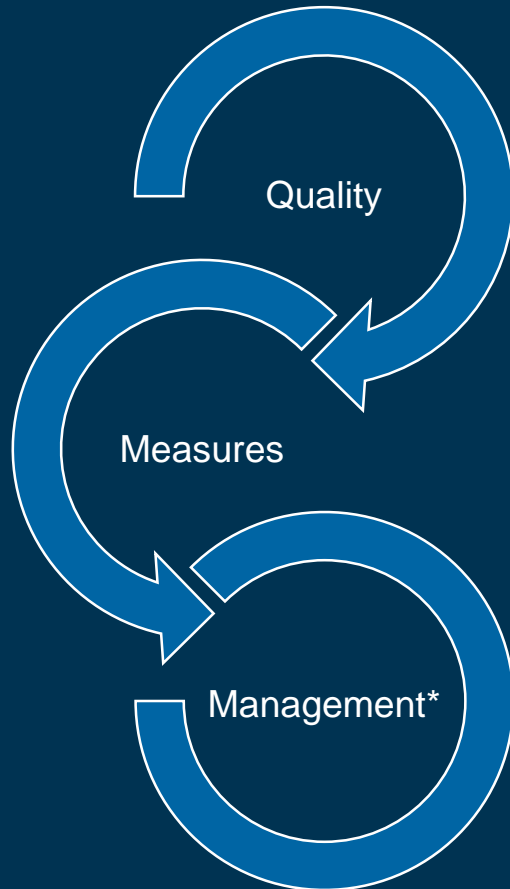
Management*

Establish Quality (VOC)

Define relevant measures

Implement management process

Quality Improvement

Leadership *

Workforce commitment*

Method

"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."