# Repositioning Quality

Challenging the profession....

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## Disclaimers...

#### Aspects material to this presentation:

- A mainly UK perspective
- Some sectors do 'get' quality
- Some organisations do have Quality at Board level





# Three parts...

- The problem
- What good looks like
- How we get there









#### The profession hasn't made it clear:

- Who we are (our definition)
- What we do (our scope)
- What we contribute (our value)





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- What we do (our scope)
- What we contribute (our value)

Great at talking 'technical' amongst ourselves.

Not good at communicating outside, e.g. with top management





- Most people don't understand quality
- Rare presence in the boardroom
- No clear, universal definition
- Quality is all about compliance and inspection
- Quality Practitioners don't speak business
- Quality Practitioners' value isn't recognised
- Quality means 'ISO'
- Quality Practitioners accept their profession is 2nd tier –or not even a profession





From within the Profession: A lack of identity

From the Quality bodies: A lack of vision and leadership

From our Customers:
A lack of confidence

From everybody else: A lack of understanding



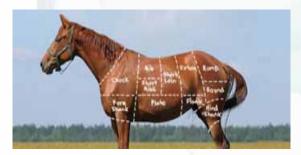


# A World of Quality?



























#### A world where Quality has/is:

- An accepted, universal definition!
- Recognised as a 'proper' profession
- A career option when leaving university
- Regarded by Business & Industry as essential for reputation and balance sheet
- Routinely in the Boardroom
- Regarded throughout the organisation in positive terms





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## Definition & a framework for competency

Assurance

Context

Context: Uses domain and/or industry-specific knowledge to ensure effective implementation of governance, assurance and improvement

Improvement: Facilitates a culture of evaluation (both qualitative and quantitative), learning and improvement which drives more effective, efficient and agile ways of working to support business strategy, enhance reputation and increase profitability

Governance: Ensures that all organisation requirements are reflected in operational frameworks, policies, processes and plans, and that these meet all stakeholder requirements

Leadership: Uses leadership behaviours to maximise influence and develop a culture of evaluation and improvement

Assurance: Embeds a culture of assurance to ensure that policies, processes and plans are effectively implemented, and that all outputs (both internal and deliverable) are consistent with requirements





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...And with all of us engaged and singing from the same hymn sheet





How do we make 'Good' happen...?





## How do we make 'Good' happen...?

#### What the Chartered Quality Institute is doing:

- A clear definition
- A clear value proposition
- Partnerships with business & industry
- Competence framework
- Learning & Development assets
- Upskill quality practitioners
- Sell the profession!





# What is Quality's key deliverable...?



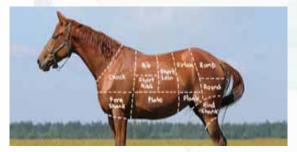


# A World of Quality?























# What is Quality's key deliverable...?

Maintaining/protecting the organisation's <u>reputation</u>





# Quality has a really compelling value proposition...





# Quality has a really compelling value proposition...

We just need to sell ourselves!



