

# 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

# What's the Problem...

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The profession hasn't made it clear:

- Who we are (our definition)
- What we do (our scope)
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Great at talking 'technical' amongst ourselves.

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

# What's the Problem...

- 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

# What's the Problem...

- 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?



What Good looks like...

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A world where Quality has/is:

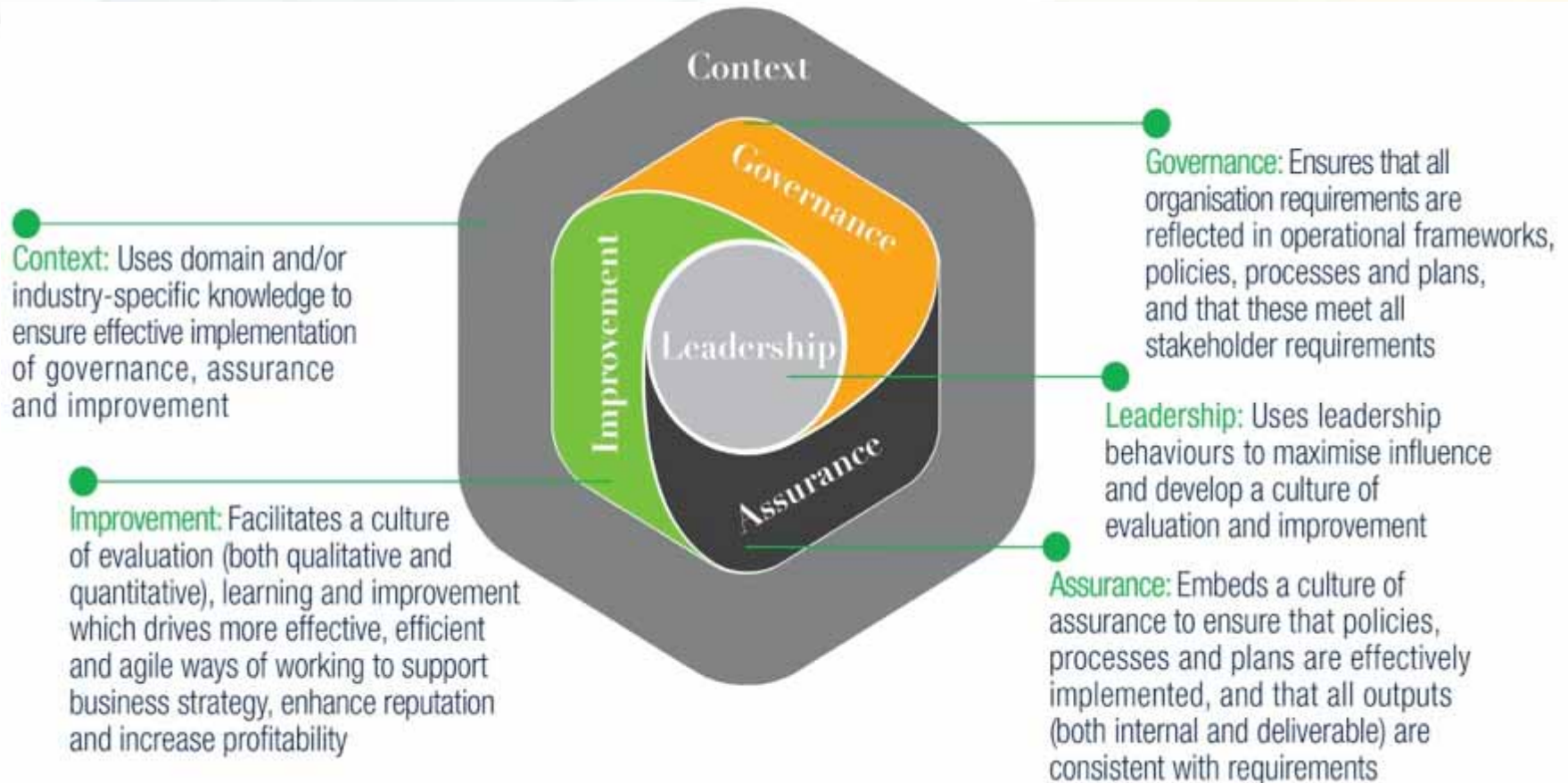
- An accepted, universal definition!
- Recognised as a 'proper' profession
- A career option when leaving university
- Regarded by Business & Industry as essential for reputation and balance sheet
- Routinely in the Boardroom
- Regarded throughout the organisation in positive terms

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# Definition & a framework for competency





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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 *reputation*

Quality has a really compelling value proposition...

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We just need to sell ourselves!