



Repositioning Quality

Challenging the profession....

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Chartered Quality Institute

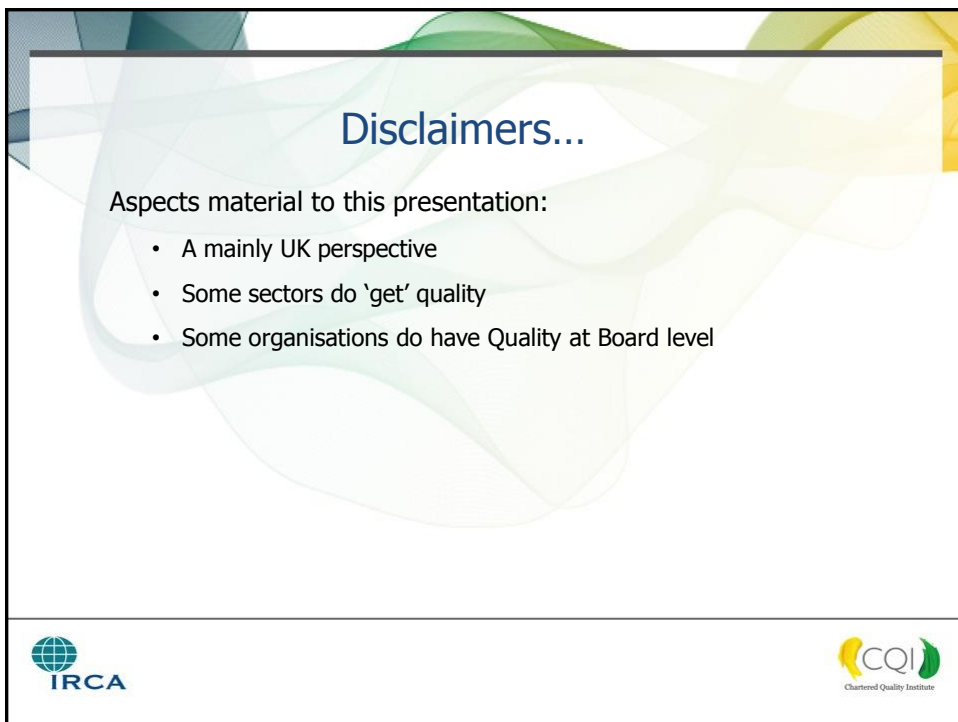


IRCA
INTERNATIONAL
REGISTER OF
CERTIFICATED
AUDITORS

Brussels, October 2015




CQI
Chartered Quality Institute




Disclaimers...

Aspects material to this presentation:

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





IRCA



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Chartered Quality Institute



Three parts...

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



The slide features a decorative background with overlapping, semi-transparent wavy shapes in shades of green and yellow. The text is centered in a white rectangular area. The IRCA logo is a globe icon with the letters 'IRCA' below it. The CQI logo consists of the letters 'CQI' in a stylized font with a green leaf-like shape to the right, and 'Chartered Quality Institute' written in smaller text below.

What's the Problem...





This slide is identical in design to the one above, featuring the same decorative background and logos. The main text is centered in a white rectangular area.

What's the Problem...

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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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...



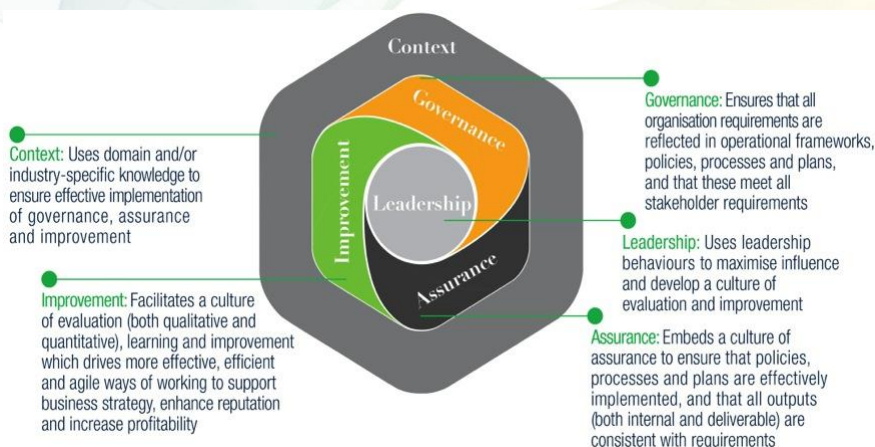
What Good looks like...

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
- A 'healthy' demographic



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...



Quality has a really compelling value proposition...

We just need to sell ourselves!

