

WORLD QUALITY MONTH

Theme: “*Quality: From Compliance to Performance*”

November 2024

This global campaign raises awareness of the quality management profession and focuses on the theme of navigating complexity in today's dynamic business landscape. Discover how quality principles drive organizations from mere compliance to outstanding performance.

Navigating complexity

In our increasingly interconnected and rapidly changing world, managing dynamic risk landscapes and maintaining operational resilience is crucial for organisations to stay competitive. But, resilience alone is no longer sufficient. To remain relevant and to thrive, organisations must also innovate and adapt their business models, products, services with a quality culture leading the change.

Facing challenges

Among, many organisations face significant challenges, including skills shortages and vulnerabilities in global supply chains. Amidst these challenges, digital transformation, especially the integration of Artificial Intelligence (AI), offers immense potential for performance enhancement. However, it also introduces new risks that must be carefully managed. The pace of digitalisation is quickening and society is expecting that organisations lead the charge on climate and social issues. With that, customer expectations are sharpening in terms of how they work with organisations to create and access sustainable value. In this context organisations must deliver sustainable innovation at pace while also mitigating the risk of failure. Promoting good operational governance, assurance and improvement can help organisations deliver innovation and agility safely and confidently.

Sustainability imperative

The imperative to address environmental and social concerns adds another layer of complexity. Societal expectations are changing. The sustainability agenda means that organisations must deliver superior value for customers and consumers and consider all three pillars equally (environmental, social, economic) but also provide sustainable products, services and processes. With that in mind, we must consider how quality management principles and methods allow organisations to respond to extraordinary times, creating a culture of compliance through a culture of learning and improvement.

Transformative role of quality management

Quality management can be associated with tools, processes, controls, and assessments. All this quality 'hardware' is important; but, it is only as good as the quality culture that goes with it. Delivering and improving value for customers is a team effort and at the heart of transformative quality management. The value of developing organisational wide capability to deliver excellent quality. Quality principles and methods not only ensure compliance but also foster innovation and agility. By cultivating a culture of continuous learning and improvement, organisations can adapt to change more effectively and drive performance excellence.

Practical strategies and insights

Throughout the month, practical strategies and insights will be delved into to help organisations harness the power of quality. Here are some top tips to guide you on your quality journey:

1. **Embrace innovation:** Don't just meet compliance standards; leverage quality management to drive innovation and stay ahead of the curve.
2. **Manage risks proactively:** Identify and mitigate risks associated with digital transformation and other strategic initiatives to ensure long-term success.
3. **Focus on sustainability:** Integrate sustainability into your quality management practices creating products and services that are environmentally and socially responsible.
4. **Promote a learning culture:** Encourage continuous learning and improvement within your organisation to adapt to changing market conditions and customer needs.

Let's use **#WorldQualityWeek** to highlight how quality and the quality profession can make society better

How can your agency celebrate National Quality Month?

Here are some examples of the activities which can be performed during this month to promote quality:

- **Hold a Quality Training Session:** Provide training to your team to enhance their quality knowledge and skills. Consider gifting these courses to your team members.
- **Quality Management Certifications:** Encourage employees to pursue Quality Management Certifications to improve their expertise in the field.
- **Quiz Competition:** Organize a quiz competition on quality-related topics to promote learning and engagement.

- **Lunch and Learn Sessions:** Conduct a series of Lunch and Learn sessions where employees can learn and discuss quality topics while having lunch.
- **Poster Competition:** Hold a poster competition with quality themes to encourage creativity and awareness.
- **Quality Games:** Have fun and learn quality terms using our word search game in English.
- **Essay Competition:** Host an essay competition on quality topics to promote critical thinking and written communication skills.
- **Suggestion Scheme:** Launch a suggestion scheme where employees can submit their ideas for improving quality in the organization.
- **Employee Recognition:** Recognize and appreciate employees who have made significant contributions to quality in the organization.
- **A Gift for Your Team:** Provide a small gift or token of appreciation to your team for their dedication to quality.
- **Active Engagement and Message from Senior Management:** Encourage active engagement and participation from senior management to show their commitment to quality.
- **Quality Banners and Posters:** Display quality-related banners and posters throughout the workplace to promote awareness.
- **Quality Month Slogans:** Develop catchy and memorable slogans to promote quality awareness during the month.
- **Quality Newsletter:** Publish a quality-focused newsletter to provide updates and information on quality-related topics.
- **Sharing Success Stories:** Share success stories of quality initiatives and improvements in the organization to inspire others.
- **Take the Quality Month Challenge:** Introduce a challenge related to quality for employees to participate in and promote engagement.
- **Promote Famous Quotes:** Share famous quotes related to quality to inspire and motivate employees.
- **Quality Management Videos:** Show quality management videos during breaks or lunchtime to promote learning and engagement.

Sources:

1. <https://www.quality.org/>
2. <https://www.qualitygurus.com/world-quality-week-2024-theme-ideas-activities/>