

World Quality Day

Quality management top tips

14 November 2019



Quality management top tips

Today, the adoption of quality management is a strategic decision that can help an organization to improve its overall performance and provide a sound basis for sustainable development initiatives. Put simply; quality management is about making sure that whatever you do, you do it well every time. We've put together some top tips to help your business understand how the [seven principles of quality management](#) apply to you. These principles are based on the quality management principles from ISO 9000:2015.

- 1. Customer focus** – The primary focus of quality management is to meet customer requirements and to strive to exceed customer expectations. This principle may seem obvious, but actually it has an important implication: quality itself is not a fixed concept, but is defined by customer expectations. At BSI we are increasingly seeing that customer expectations around the world are changing: many now want ethical and sustainable products, for instance. So, as a business you need to find out what your customers really want by talking to them. Ask them if they are satisfied with what you are providing. Ask them if you could be doing anything better for them.
- 2. Leadership** – Leaders at all levels establish unity of purpose and direction and create conditions in which people are engaged in achieving the organization's quality objectives.
You're the boss, it's your business, you decide: where you're going, how you'll get there and who's going with you. If you work with other people make sure they know what you want, what you want to achieve and by when.
- 3. Engagement of people** – Competent, empowered and engaged people at all levels throughout the organization are essential to enhance the organization's capability to create and deliver value.
Value what people are good at, and work to their strengths. If skill, knowledge or experience is needed, make sure the person doing the job has it, or hire someone who does. If that's not an option, ensure the relevant training is available.
- 4. Process approach** – Consistent and predictable results are achieved more effectively and efficiently when activities are understood and managed as interrelated processes that function as a coherent system.
Don't muddle along or re-invent the wheel. Look at everything that needs to be done, work out how the different parts fit together and make a start-to-finish plan so that everything works. If you're baking bread, it's not enough to just have all the ingredients. You follow a recipe. You use the right equipment. You follow precise timings. Business is just the same.
- 5. Improvement** – Successful organizations have an on-going focus on improvement.
Quality management talks a lot about continual improvement. This can make a business owner nervous. It makes you think that you've got to grow your company year-on-year. Don't panic, that's not what quality management is asking you to do. Continual improvement means 'don't stop looking', it doesn't mean 'keep taking action'. Only make changes that work for your ambitions. Don't do it for the sake of it.
- 6. Evidence-based decision making** – Decisions based on the analysis and evaluation of data and information are more likely to produce desired results.
How do you know if things are going well or going badly? Do you just feel it in your bones or do you have evidence to back those feelings up?
Once in a while you need to stand back from the day-to-day and take a long hard look at your business from every angle. Get a big picture view of those things you've been measuring and do some cross-checking. What does the evidence tell you?
- 7. Relationship management** – For sustained success, organizations manage their relationships with relevant interested parties, such as providers.
Talk to your customers. If you get a complaint, talk to them. If you get praise, talk to them. Find out what really matters, don't assume.
If you're seeing a steady – or sudden – increase in trade, talk to your suppliers. Can they keep up with demand? If they can, is everything up to scratch or are standards slipping? Talk it through before it becomes a problem. If it already is a problem, arrange a meeting and listen to what they have to say. Then work out a new agreement. Email it to each other and keep each other in the loop about changes or concerns.

ISO 9001:2015 is the world's most popular management system standard



Benefits of ISO 9001*

Better products and services

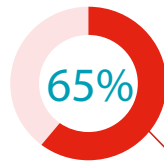


66%
Improving your products and services

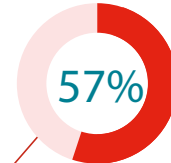


60%
Reducing the likelihood of mistakes

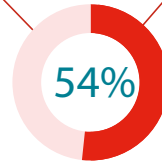
Better for business



Inspiring trust in your business



Attracting new customers



Increases your competitive edge

Used by over one million organizations around the world and revised in 2015, ISO 9001 helps them run more efficiently and profitably. It's a powerful tool that helps manage your business effectively, boost operational resilience and build for the long term. Suitable for any sized organization in any sector, it's flexible so that you make it relevant to your business and gain sustainable business improvements.

At BSI, we have the experience to help you get the most from ISO 9001, making your business better, customers happier and profits bigger. In fact, it was our experts who helped shape the standard in the first place.

"Achieving this standard will help you improve your business."

Paul Brazier, Commercial Director,
Overbury

Why BSI?



BSI has been at the forefront of ISO 9001 since the start. And, it was originally based on BS 5750 which was developed by BSI. Since 1994 we have held the Secretariat of the International Committee developing and evolving ISO 9001 to where it is today. That's why we're best placed to help you understand the standard.

At BSI we create excellence by driving the success of our clients through standards. We help organizations to embed resilience, helping them to grow sustainably, adapt to change, and prosper for the long term. We make excellence a habit.

For over a century our experts have been challenging mediocrity and complacency to help embed excellence into the way people and products work. With 80,000 clients in 182 countries, BSI is an organization whose standards inspire excellence across the globe.



Our products and services

We provide a unique combination of complementary products and services, managed through our three business streams; Knowledge, Assurance and Compliance.

Knowledge

The core of our business centres on the knowledge that we create and impart to our clients. In the standards arena we continue to build our reputation as an expert body, bringing together experts from industry to shape standards at local, regional and international levels. In fact, BSI originally created eight of the world's top 10 management system standards.

Assurance

Independent assessment of the conformity of a process or product to a particular standard ensures that our clients perform to a high level of excellence. We train our clients in world-class implementation and auditing techniques to ensure they maximize the benefits of our standards.

Compliance

To experience real, long-term benefits, our clients need to ensure ongoing compliance to a regulation, market need or standard so that it becomes an embedded habit. We provide consultancy services and differentiated management tools to facilitate this process.



Find out more
Call: +31 (0)20 346 07 80
Visit: bsigroup.nl