

# What is Quality Management?

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# Things go wrong



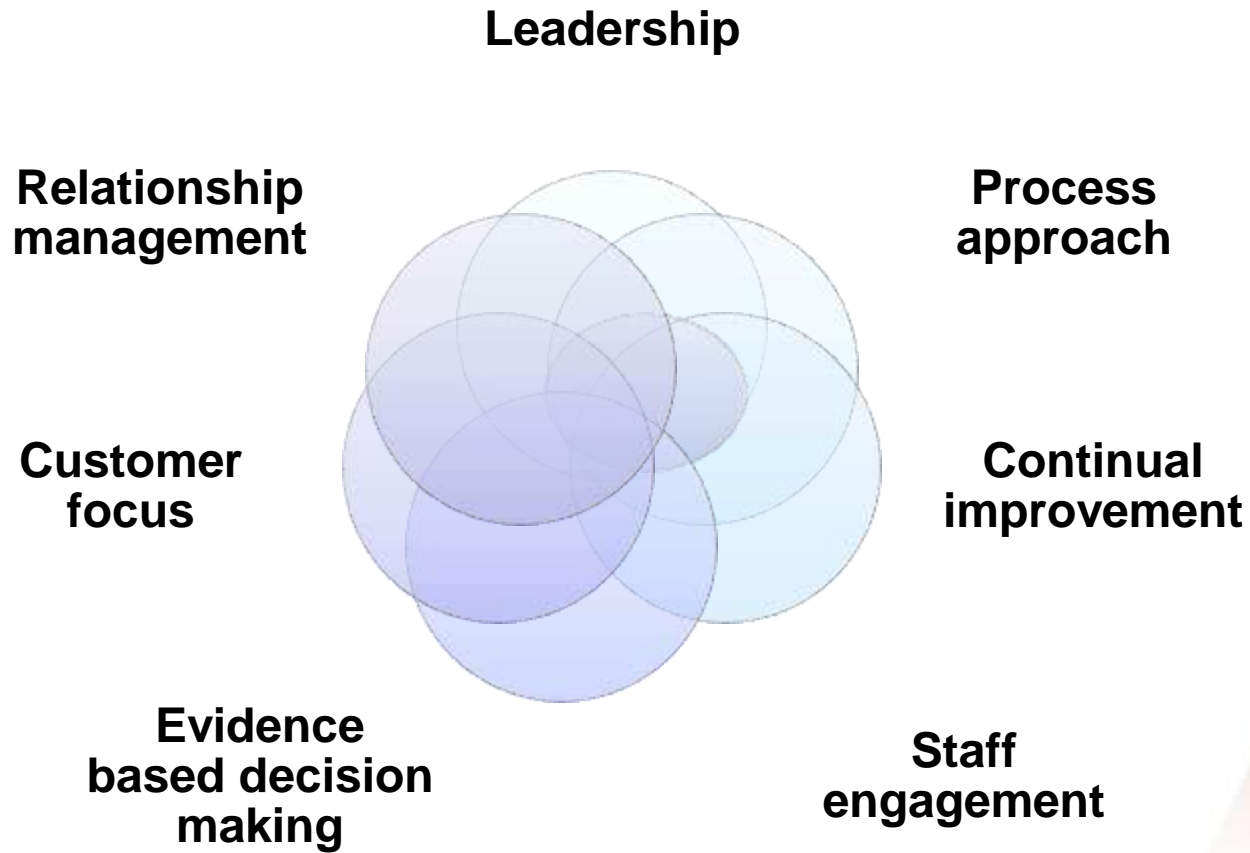
# Things go wrong

Why did these situations happen?

- People
- Processes
- Supplies
- Equipment

*Quality Management Systems seek to control these variables*

# Seven principles of QM



# For-profit vs not-for-profit management

## FOR PROFIT

- Customers
- Customer loyalty
- Shareholders
- Profit
- Marketing

## NOT FOR PROFIT e.g. BTS

- ≡ • Donors; doctors; recipients
- ≡ • Repeat donors
- ≡ • Stakeholders
- ≡ • Sufficiency; reinvestment
- ≡ • Donor recruitment

# 1. Leadership

## STATEMENT

*Leaders at all levels establish unity of purpose and create conditions where people are highly motivated towards achieving the organisation's purpose*

## HOW

- Communicate organisation's purpose
- Set positive example
- Encourage and recognise
- Empower the quality champions

## BENEFITS

- Motivated staff
- Teamwork
- Clarity of purpose
- Trust
- Going the extra mile



## 2. “Customer” focus

**STATEMENT:**  
*Meet customer needs; strive to exceed expectations*

### HOW

- Understand customer needs and expectations;
- Make these pivotal in planning
- Communicate customer focus to staff
- Measure and monitor customer satisfaction

### BENEFITS

- Customer satisfaction & loyalty
- Enhanced reputation
- More customers
- More efficient use of resources



# 3. Process approach

## STATEMENT:

Consistency and traceability are facilitated by managing activities as interrelated processes that function as a system

## HOW:

- Define processes needed to meet system objectives
- Determine resource constraints prior to action
- Define responsibility and authority
- Implement in planned way

## BENEFITS:

- Confidence in product consistency and safety
  - Optimised use of resources
  - Aligned processes



# 4. Continual improvement

## STATEMENT

*Continual improvement of the organisation's performance should be a permanent objective*

## HOW

- Audit processes for improvement opportunities
- Analyse, record and learn from errors
- Focus on the system not the person
- Recognise innovative thinking

## BENEFITS

- Same errors are not repeated
- Products and services get better
- Increased stakeholder satisfaction
- Increased product safety



# 5. Staff engagement

## **STATEMENT:**

*Competent,  
empowered  
engaged people  
using their  
abilities for  
organisation's  
benefit*

## **HOW**

- Encourage open discussion
- Encourage initiative without fear
- Training
- "Round pegs into round holes"
- Seek staff feedback

## **BENEFITS**

- Commitment to shared values and culture
- Motivation towards the organisation's success
- Personal development
- Teamwork

# 6. Evidence based decision making

## STATEMENT

*Effective decisions are based on the analysis of data and information*

## HOW

- Data collection / analysis in planning
- Measure, monitor, record

## BENEFITS

- Confidence
- Risk management
- Effective use of resources
- Avoidance of calamity
- Influence

# 7. Relationship management

**STATEMENT:**  
Mutually  
beneficial critical  
relationships  
create win - win

## HOW:

- Define and prioritise critical relationships
- Pool information, expertise, resources
- Balance short term gains vs long term collaboration

## BENEFITS:

- Optimised supply chain
- Synergistic relationships
- Flexibility
- Efficient use of funds and resources

# Concluding remarks

- Distillation of ideas from ISO QM Principles
- Relevant to any organisation seeking excellence
- Challenging to implement
- Challenging to maintain, BUT

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*Success*



*Thank you for  
your attention*