



ASQ is Making the Economic Case for Quality

"Quality is free. It's not a gift, but it's free. The 'unquality' things are what cost money."

Philip B. Crosby

Quality as a tool

ASQ is *Making the Economic Case for Quality* by helping its members and other quality practitioners convey the importance of quality as a business management tool to upper-level executives. Why executives? Because that's where the decisions are made.

The goal is to increase executive level commitment toward quality practices by focusing attention on organizations that use proven quality tools and methodologies to improve performance. Executive commitment will be sought through dialogue and education about the relationship of quality to financial performance and other organizational measures.

The bottom line

This program demonstrates the dramatic return that quality, as an investment, can have on an organization's bottom line. It highlights CEOs and organizations that embrace quality as a business management tool and the long-term benefits and bottom-line results they are experiencing. Whether you call it quality, performance excellence, process improvement, total quality management, or something else, the increased use of this methodology will help strengthen the economy by helping businesses improve their bottom line and increase their customers' satisfaction.

What is the program?

This program reaches out to executives in several ways. It consists of case studies from prominent organizations, including Bank of America, SSM Healthcare, and Boeing, to name a few. In addition, Executive Forums and peer-to-peer conversations are taking place throughout the year in various geographic areas. The program, a long-term initiative, focuses on four sectors: manufacturing, healthcare, education, and service.

Where are we now?

In April 2005, ASQ Sections in various metropolitan areas across the United States and Canada began rolling out their own *Making the Economic Case for Quality* programs. ASQ Section leaders and



subject-matter experts are meeting with top-level executives to present facts, answer questions, and encourage the implementation or enhancement of quality as a way to improve an organization's bottom line.

In addition, ASQ continues to enhance its quality body of knowledge (Q-BOK) which provides access to a vast source of information supporting *the Economic Case for Quality* material. Information compiled from this body of knowledge—such as published research reports and business case studies—will be shared with ASQ members to assist them in their efforts to convey the importance of quality directly to senior management.

For more information go to <http://www.asq.org/economic-case/> or contact:
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