



2024 Conference Feedback and Actions

Held virtually on Thursday, 18 April 2024

UNLOCKING AND UNLEASHING TOTAL QUALITY FOR SUSTAINED PERFORMANCE AND IMPROVEMENT

A] Focus Area

This year's conference sought to draw the spotlight on the key challenges that push back against and undermine Quality from delivering effectively on its mandate in many organizations. The impediments are both overt and covert in nature, and they all combine to undercut and undermine the hard work which the Quality Professional puts in to try and make quality to work. At times, and paradoxically, some of the good work of Quality Practitioners tends to draw negative reactions against them, resulting in negative energy seeping into the organizational system and exposing the entire organization, including Management, all employees, customers, stakeholders, Society and the Environment to heightened risks of the consequences of poor quality.

This conference also sought to consider proposals and the work already done by the Work Groups which were established post the 2023 conference, to de-risk the state of poor quality, and resolve the challenges in order to Unlock and Unleash Total Quality to play its effective role of being the driver towards sustained organizational performance and improvement.

B] Proposals and Solutions

a) Work Groups

The 7 Work Groups collectively made presentations whose solutions are aimed at transforming the current poor state of Quality and quality worldwide, and to usher in a new end state where all organizations, governments and society will improve their collective stage of low maturity in matters of quality, and to collaborate, under the guidance of the Quality Leaders, to improve the state of quality in their organizations, countries and the world. The effort will be underpinned by the education of all in matters of quality and improvement.

b) Organizing and unifying the Quality Leaders around the world – A Call to Action

In response to the need which was identified regarding fostering stronger unity amongst the leaders and practitioners of Quality, a new professional organization was launched to fulfil this much needed role. More information about the organization, its mission and purpose is available on its website www.directorsofquality.org.

All Leaders of Quality are encouraged **to join** it, so that **all Quality teams around world can speak the same language** to ensure that the voice of Quality can have a tangible **impact** in the corridors of power in all organizations, nationally and globally.

It is pleasing to report that some of our colleagues have already volunteered to serve in the governing board of the organization, as well as to establish and lead governing boards of the future Chapters which the organization will establish in each country in the world. More volunteers are welcome.

In this regard, I am happy to share that Chapters have already been established in South Africa, Lesotho, Botswana, Eswatini, and Ethiopia, with more to follow soon. We wish them all the success!