

CQI Strategy 2020-30

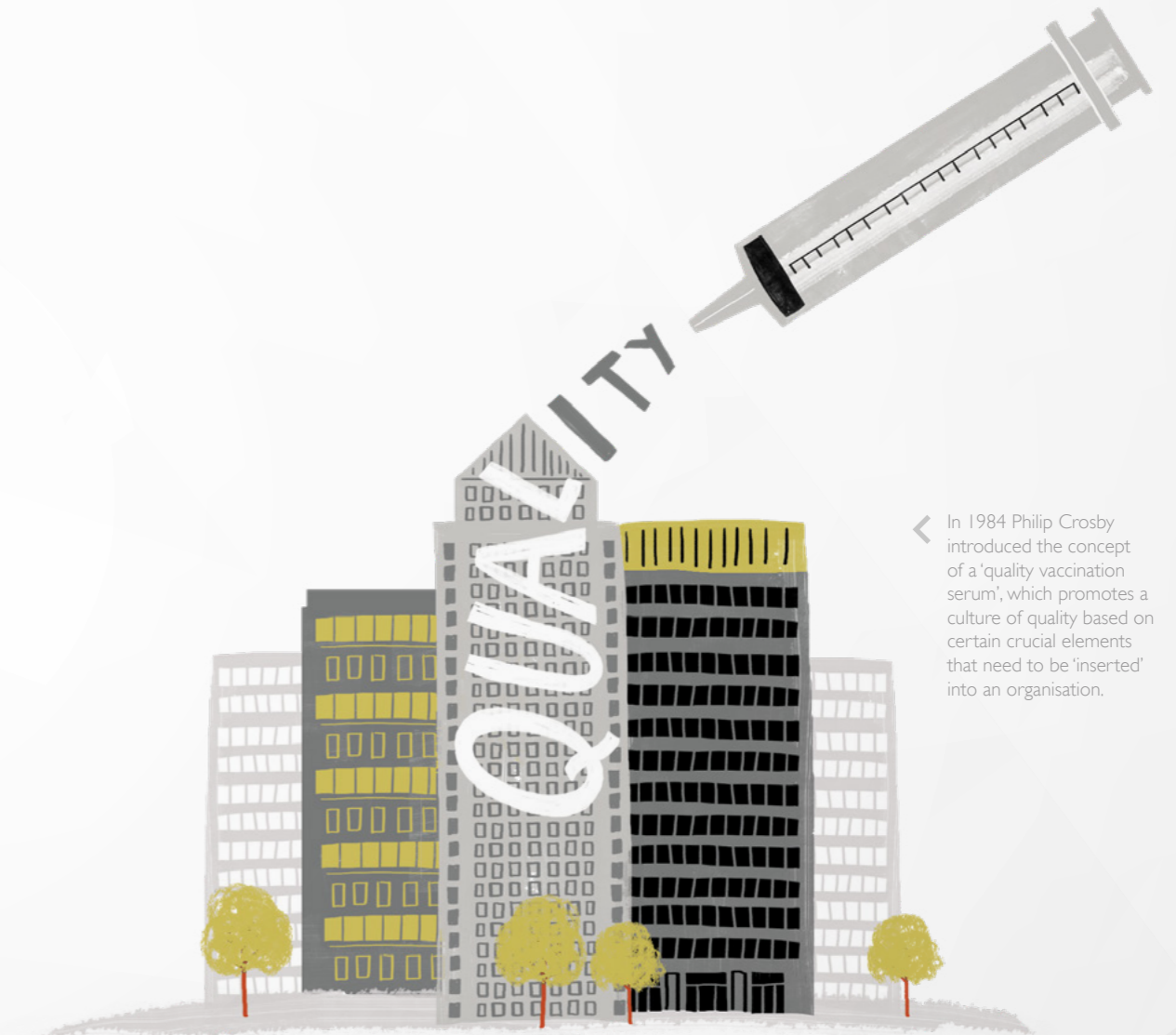


< The future may be unknown, but good quality management will allow organisations worldwide to adapt to changing needs.

Our vision

To be globally recognised as the leading professional body for quality

CQI Strategy 2020-30



< In 1984 Philip Crosby introduced the concept of a 'quality vaccination serum', which promotes a culture of quality based on certain crucial elements that need to be 'inserted' into an organisation.

Our mission

To advance the practice of quality management in all sectors for the benefit of society

2019 Status
Where we are now

Strategic Theme

2019 - 2022
Prepare for Growth

2023 - 2026
Transform Value

2027 - 2030
Globalise

2030 Status
The changes we want to support

Our systems and processes need to be more efficient and effective for members, volunteers and staff.

Increasing our surplus will allow us to invest in the profession.

We must improve member services to support professional development and networking.

We need to improve the way we promote our members' professional status and the work they do.

Increasing our market share (which is currently approximately 8% of UK auditing and quality professionals) will allow us to have a more wide-reaching impact.

The quality management discipline and profession needs our help to rapidly adapt to trends in global trade, digital technology, personal/societal values and demographics.

We must work to change perceptions so quality management is seen as:

- An organisation-wide, strategic and competitive tool
- An essential business practice for reducing risk and improving performance

We aim to broaden the way we engage and collaborate with the global quality community.

Align operating model
Improve our systems, processes and people to deliver the strategy.

Redesign offerings
Enhance value for individual and corporate members through digital and expanded member services.

Lead quality management practice
Invest in research and CPD to demonstrate the relevance of the profession to organisations within the future world of work.

Broaden the scope of the profession
Gain the support of allied professions in delivering excellence in governance, assurance and improvement.

Grow our global influence
Get more actively involved in quality communities around the world, recognising the complex environments in which members operate.

Make organisational changes to deliver the strategy.

Update IT, database, website platforms.

Develop a strategic marketing plan to support our corporate goals.

Transform member pathway for quality and auditing professionals around the world.

Refresh L&D model, introduce e-assessments and redevelop our qualifications.

Improve assurance and audit offer.

Digitalise and personalise individual and collaborative experience for all members.

Introduce business improvement practitioner offering.

Improve corporate member model.

Establish research capability.

Develop assets to support the future world of work.

Align body of knowledge with Competence Framework.

Identify and engage target associations/professions internationally.

Re-establish quality management as a competitive tool with UKQI.

Support our members and volunteer groups in broadening the scope within their organisations and sectors.

Maintain engagement on ISO and BSI standards.

Build relationships with European community of quality associations.

Grow engagement via current IRCA Japan and international branches.

Build and launch digital platform to support global learning and development.

Grow CQI brand and take-up of CQI and IRCA membership primarily within UK sectors.

Establish CPD offering aligned to research outputs and market needs.

Improve member content offering.

Establish a research journal.

Establish globally focused content.

Focus primarily on engaging target UK associations/professions.

Create non-quality professional offering for a global target audience.

Identify target global regions in line with UK plc.

Engage with the global community of quality associations.

Continue to improve support services for our global membership.

Grow CQI brand and take-up of CQI memberships primarily within target international regions.

Establish corporate advisory services offering.

Globalise CQI research journal/conference.

Engage with target global associations/professions.

Establish global quality group.

The Quality Management Discipline

A broader scope: will be embraced by organisations and allied professions.

Trust and guardianship: will support ethical decision-making and performance improvement.

Agility & adaptability: will adapt to the increasing speed of change.

Technology: will adapt to support digital transformation and improvement.

Strategic quality: will shift focus from the tactical to the strategic.

The Quality Profession (QP)

Global influence: will be able to operate in an increasingly complex and fast-moving global context.

Automation/Internet of Things: will embrace technology in the design of business models and systems.

Big data: will embrace data and analytics to drive into improvement at speed.

New behaviours and roles: will focus on strategic leadership, improvement and championing organisational conscience.

Diversity: will embrace wider scopes of experience, skills and backgrounds to deliver its wider breadth and new roles.

Learning: will maintain value through increased life-long learning.

The Chartered Quality Institute (CQI)

Global player: will serve society, organisations and the profession through a global perspective and presence.

Leader in quality management practice: will support the ongoing relevance of the discipline and profession through leading research.

Broadened scope: will help all professionals, organisations, sectors and nations employ quality management as a competitive tool.

Redesigned offerings: will provide the expanded, personalised and digital offering to support our members and volunteers.

Aligned operating model: will align our resources to deliver the above and ensure financial stability.