

WORLD CQI | IRCA
QUALITY WEEK 2024

11-15 Nov

Quality: from compliance
to **performance**

Tell us how you will be celebrating
[#WorldQualityWeek](#)

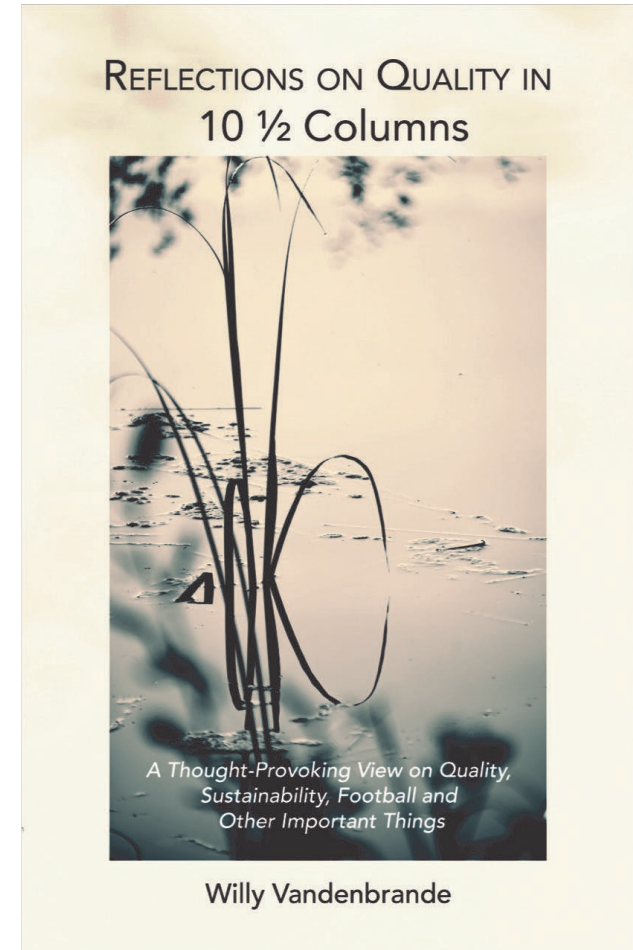
Quality Begins Where Compliance Ends

Webinar on November 12

Willy Vandenbrande – Quality for Nature

Willy Vandenbrande

- A career in research, production and quality
- ASQ fellow / Certified Six Sigma Black Belt
- Academician International Academy for Quality (IAQ)
- Chair Quality in Planet Earth Concerns Think Tank
- CEO Quality for Nature
- Speaker / Author Quality Management



Column 9: On Compliance

Content

Back to the
Past

From
Performance
to Compliance

A Sea of
Standards

Back to the
Future

A 1990 Deming Seminar in Birmingham

Dr. Deming on ISO 9000 and certification

“This shows how he is totally out of touch with the current world of Quality.”

“Just have the system certificated and get it over with.”

From performance to compliance

- Quality was performance improvement (TQM)
 - Ishikawa 7 tools
 - Juran project by project
 - Deming “Out of the Crisis”
 - Taguchi “Loss to Society”
- And then came ISO 9000 ...

Replacing goals by means

- The QMS and the certificate become the goal
- Quality 4.0: implementation of digital technology
- The pursuit of happiness \neq the pursuit of money
- Humans as resource

The positive of certification

- Group effort focussing on quality
- Visible confirmation
- Motivational: celebrate
- A confirmation of a system
- But within the limitations of the certificate

The limitations of compliance

The one thing that in no way distinguishes you from your competitor is compliance. They are all compliant, otherwise they would not be your competitor.

The perception has been created that being compliant, corresponds to being excellent.

ISO added to that perception

- Contractual situation
- Fulfilling quality requirements
- Clear documentation demands



Excellence is a rare thing,

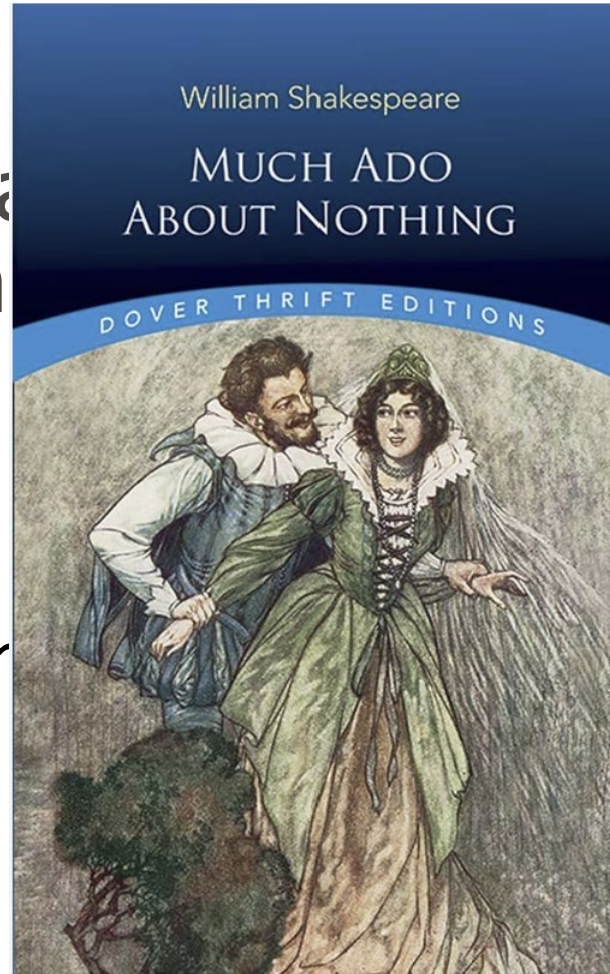


but compliance is big business.

Exaggerated Expectations

No more management representative
in 15

Top management committed to Quality



EOQ 2015 Athens revisited

- When quality becomes compliance, complying will be seen as quality.
- If this is the most important topic for the quality community, we have lost all relevance at the strategic level

EISIC 27 Bergamo August 2024: What is the problem with TQM?

To be certificated, or not to be certificated;
That is the question:
Whether 'tis nobler in the mind to suffer
The slings and arrows of outrageous auditors
Or to take arms against a sea of standards,
And by opposing, end them. To die, to sleep.
No more, and by a sleep, to say we end
The heart-ache and the thousand natural shocks
That Quality is heir to.

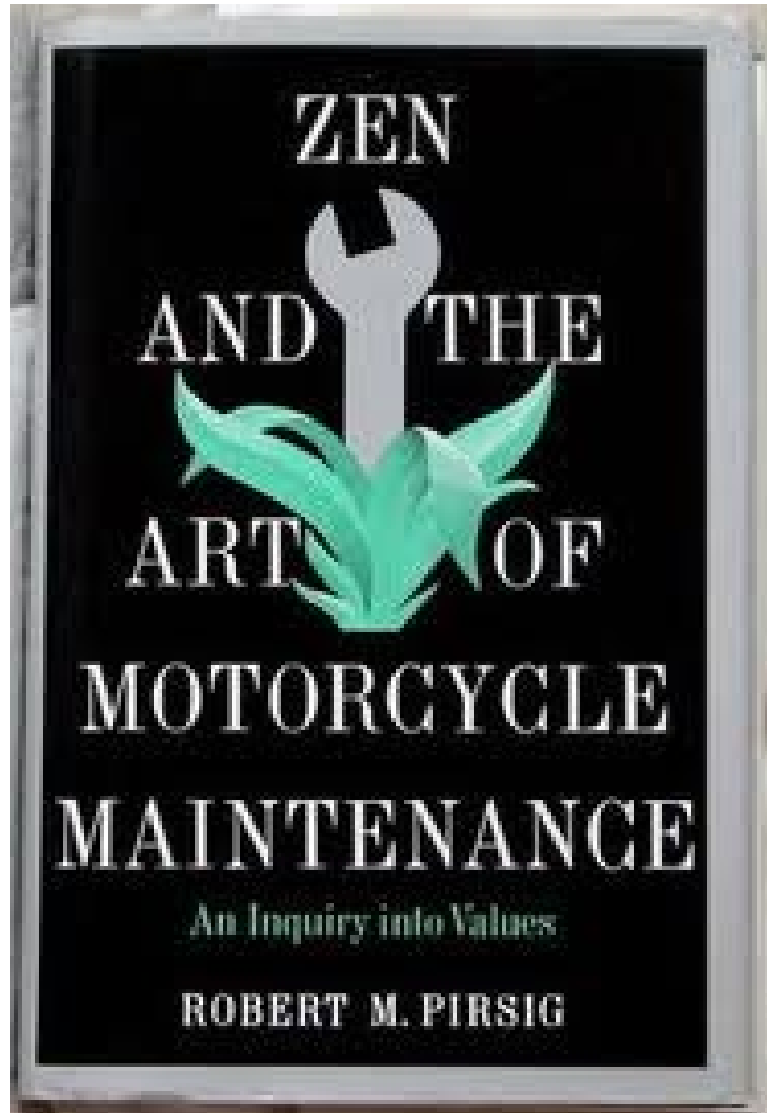
Adapted from “Hamlet”
William Shakespeare

The beauty of language

- ISO 9001:2015 costs 142,00 €
 - “Hire a good consultant, so you can understand it.”
- Must “common business sense” be incomprehensible?
- ISO 9001:2015 in plain English.
- Hire an editor and make it more readable.

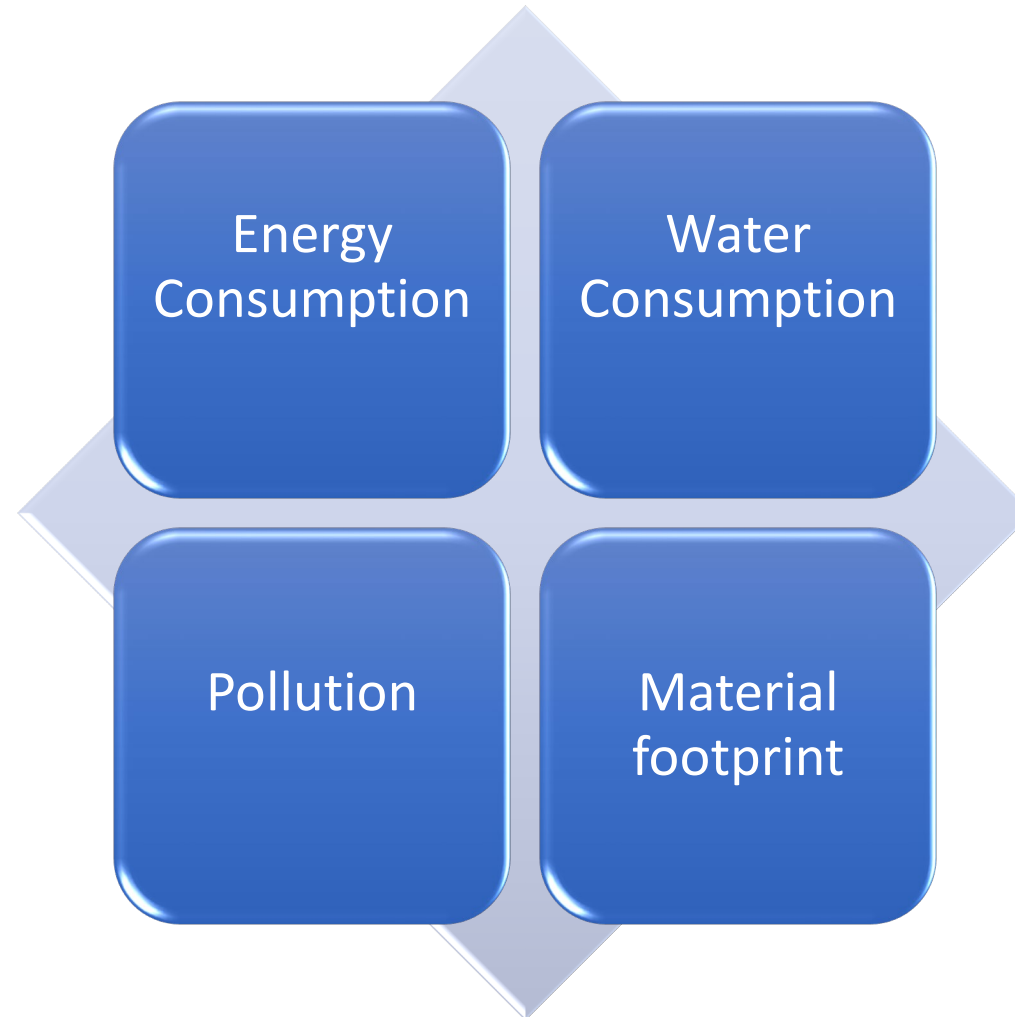
A Sea of Standards, a Sea of Troubles?

- What happened to quality is happening to sustainability
 - [ISO 14001](#); [ISO 14004](#)
 - [SA 8000](#); [ISO 26000](#)(CSR)
 - [ISO 59004](#); [59010](#); [59020](#) on circular economy
 - [ISO/UNDP PAS 53002:2024](#) on SDG's
 - B-corps, GRI, SBT, SDPI from UNRISD, UN Global Compact, ...
 - EU CSRD and EU ESRS
 - ...



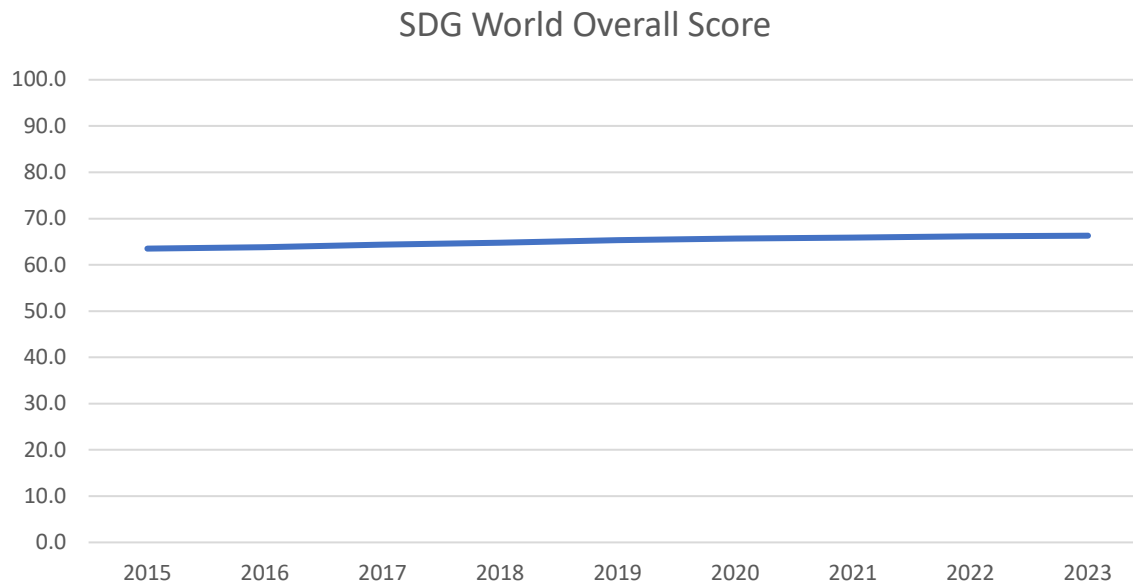
“And what is good,
Phaedrus,
And what is not good—
Need we ask anyone to
tell us these things?”

Focus for SME's



Expectations ISO/UNDP PAS 53002:2024

Marcos Neto, UN Assistant Secretary-General, ... highlighted the critical role of the new ISO/UNDP guidelines in helping organizations understand their contributions to the SDGs and how they can be most effective.



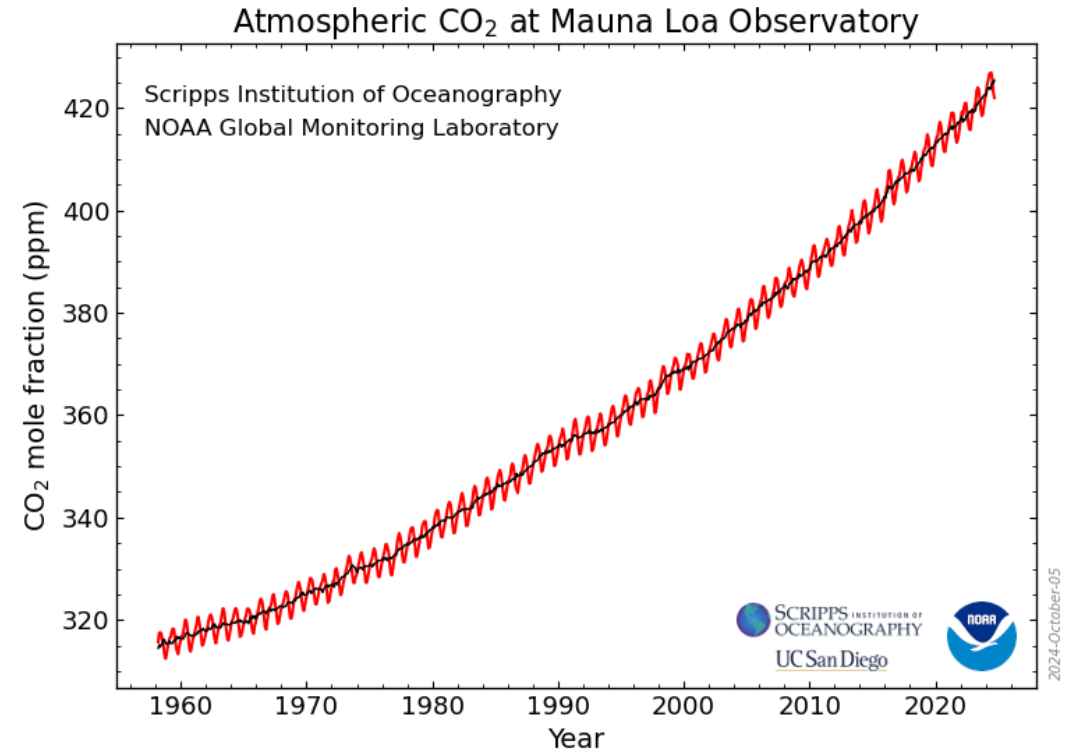
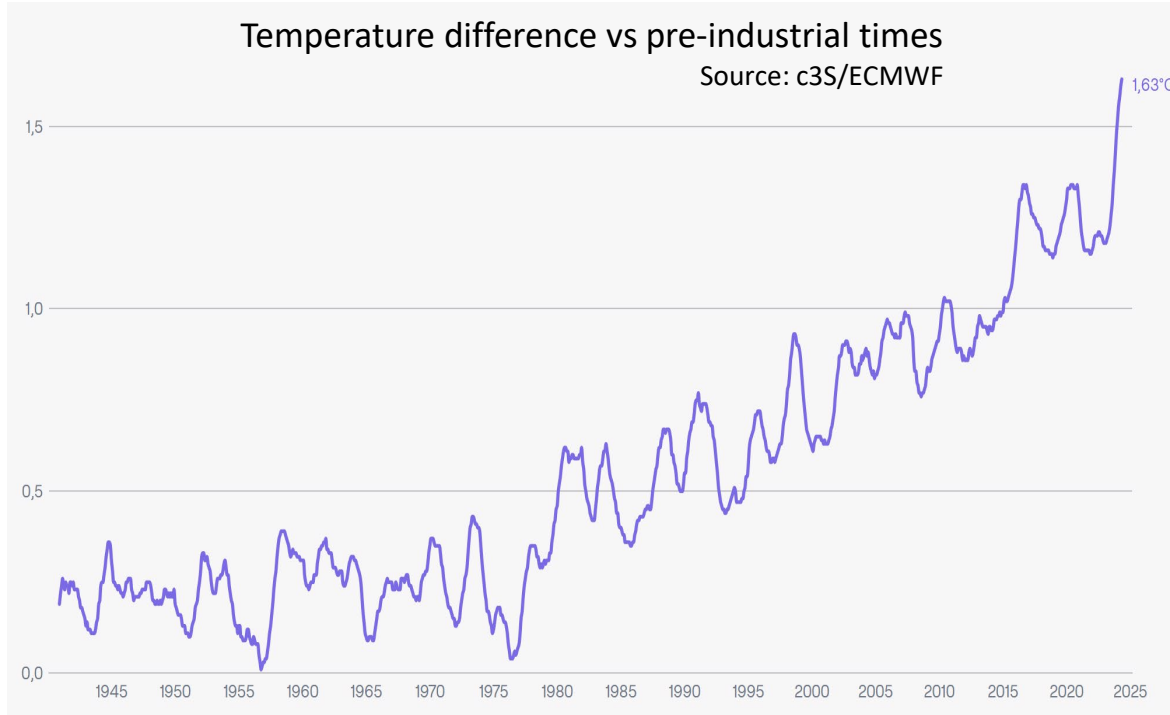
Sachs, J.D., Lafortune, G., Fuller, G., (2024). The SDG's and the UN Summit of the Future. Sustainable Development Report 2024. Paris: SDSN, Dublin: Dublin University Press. doi:10.25546/108572

A pareto approach

- SDG 10 (Equality): 41

Improving this will also lead to

- Less extreme poverty – SDG 1
- Less people hungry – SDG 2
- More access to healthcare – SDG 3
- More access to education – SDG 4

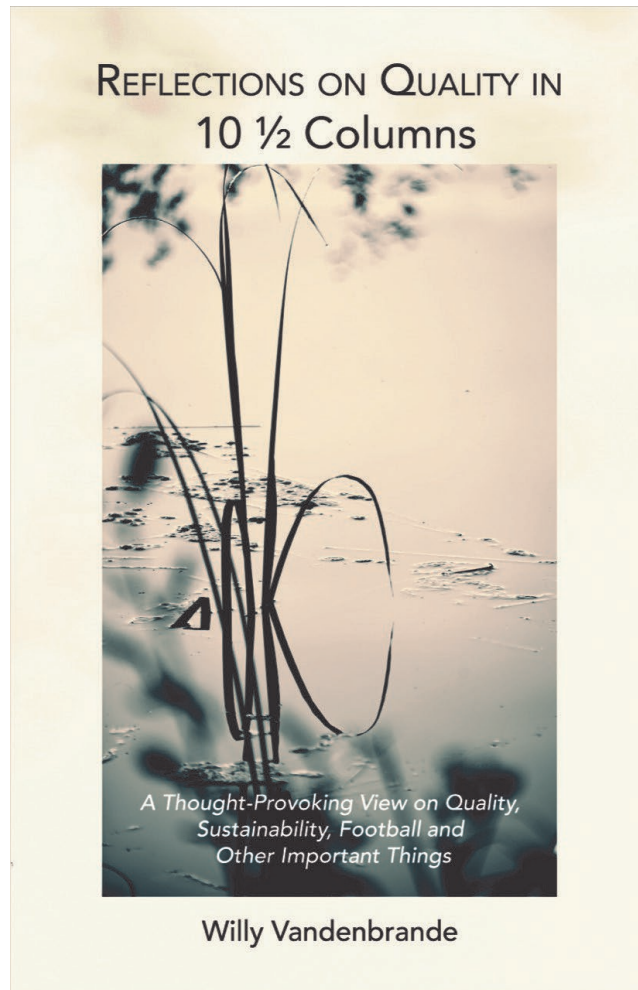


And all will be compliant ...

From compliance to performance

- Compliance: get it over with!
- Performance: get started and improve

Thank You



Quality For Nature

Willy Vandenbrande
Montpellier 34
B - 8310 Brugge
Belgium

Tel +32 479 36 03 75

willy@qsconsult.be

Contact me on LinkedIn