

## Quality: A question of trust Thursday 8 November 2018





## World Quality Day 2018 – A question of trust

Tell us how you are building organisational trust. Share your trust

testimonials with us using #WQD18 and #AdvocatingTrust

This year we are celebrating the importance of trust within an organisation and your contribution to its growth and maintenance.

Gaining the trust of stakeholders does not happen overnight. It takes hard work and perseverance to secure a strong competitive advantage.

#AdvocatingTrust

#WQDI8

Every incorrect decision an organisation or individual makes has the potential to shatter this trust. If managed incorrectly, it can be lost within seconds and brand reputation irreversibly damaged.

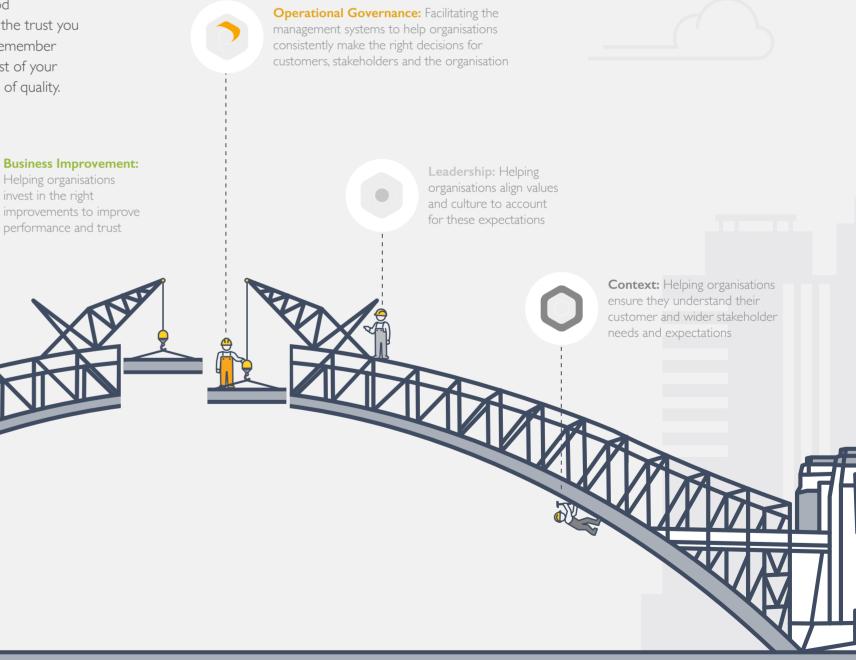
That's why #WQD2018 is a good opportunity for you to celebrate the trust you earned from your stakeholders, remember its importance and involve the rest of your organisation in fostering a culture of quality.

**Assurance:** Helping

organisations understand

performance and identify the

risks to trust and reputation



Helping organisations

performance and trust

invest in the right