CQI Strategy 2020-30

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

Our vision
To be globally recognised as the leading professional body for quality

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

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.
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.