

# Creating a Culture of Quality

Four Actions to Help Employees “Live” Quality and Unlock New Sources of Value



**Current market trends offer a unique opportunity to leverage superior quality as a competitive advantage.**



Customers have raised their expectations of product and service quality.

Social media and online review forums have made it easier for customers to expose and broadcast quality issues—both good and bad.



**To capture this advantage, Quality leaders must rebuild the underlying culture so their organizations live and breathe quality values.**

Traditional tools, like Quality Management Systems, help employees follow procedures but do not motivate them to go above and beyond...



...and as production budgets become leaner, employees are tempted to tradeoff quality to meet productivity expectations.



**What companies need is a true Culture of Quality, defined by four characteristics:**



**Creating this kind of environment can be challenging...**

**60%** of surveyed employees work in an environment with a weak quality culture.



**...but the payoff is huge. Companies with a strong Culture of Quality make:**

**46%** fewer overall mistakes

**75%** fewer customer-facing product mistakes

For every 5,000 employees, improving culture can save up to



in employee productivity.

**Four key elements have the greatest impact on creating a Culture of Quality.**

**1. Leadership Emphasis:** Make sure managers “walk the talk” on quality.



**3. Peer Involvement:** Demonstrate peer prioritization of quality.



**2. Message Credibility:** Deliver clear and relevant quality messages.



**4. Employee Ownership:** Empower employees to make quality decisions.

Learn more about building a Culture of Quality and calculate your own Culture of Quality Index Score at [www.cebglobal.com/cultureofquality](http://www.cebglobal.com/cultureofquality).