



ISQ Quality Month Celebration



Quality Around the World

And

The Future of Quality

By

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Quality Around the World



Americas

Europe

Asia

Africa





Quality Around Asia



- Japan
- South Korea/ Taiwan
- South East Asia
- Central Asia
- Middle East
- South Asia: Pakistan/Nepal/Bangladesh
- China
- India





Future of Quality Study by ASQ



2011 Forces of Change—Shaping the Future of Quality

1. **Global responsibility:** At an organization level, global responsibility embraces growth and profit—it is not philanthropy.
2. **Consumer awareness:** Today consumers can “shop” around the world, and they can use Internet knowledge to inform their decisions not simply related to the product/service itself, but also the practices of the company. Internet made knowledge *widely available, social media is making information instantly available. Consumer behavior moves at “speed of the electron.”* Leading to customization.





Future of Quality Study by ASQ



2011 Forces of Change—Shaping the Future of Quality

- 3. Globalization:** is the only force that has been on the study since 1996. It was no. 1 in 2005 and 2008. It has moved from opportunity to threat to inevitability and now to complexity
- 4. The increasing rate of change:** Product life cycles are short now. Consumer electronics have life cycles of six months or less and will be shorter in the future. Industries will be born, become significant in our lives, and disappear with increasing rapidity. Being first to market will be where the riches will be won. There will be little time, or even market, for second place. Nano technology?





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5. **The workforce of the future:** Demographic imbalances are expected to lead to surplus and shortage at the same time due to miss match of knowledge and skill requirement and availability.
6. **Aging population:** Provides challenge and opportunity. Adding years to life comes at a premium of healthcare costs. Never before has the world faced the numbers of aged citizens and little is known about the consumption and lifestyle needs of this segment. Stable or declining world populations could have a dramatic impact on global economies.





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2011 Forces of Change—Shaping the Future of Quality

7. **21st century quality:** The practice of quality has traveled a long evolutionary path, from quality through pride, to quality by inspection, to quality assurance, quality by prevention, perfect quality, and perhaps quality of creation. We have also seen quality depart from an aspect of product, or service, to the quality of management, and ultimately the quality of the enterprise itself. From products, to processes, to systems, to enterprises. **Through all this evolution one truth has not changed. Quality is ultimately what the customer says it is, and for what the customer is willing to pay.** This truth is shaping organizations, industries, and countries. It is an immutable truth, increasingly so in an information rich environment.





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8. Innovation: It seems to mean the pursuit of something different and exciting. How innovation differs from R&D is uncertain. How innovation differs from improvement is unclear. What is clear is that innovation is increasingly the lifeblood of an organization.

If innovation means the ability of a company to anticipate customer needs, expressed or unexpressed, known or unknown, and bring products/services to the marketplace that excite customers, then clearly innovation is the fuel of growth in today's changing world, and more so tomorrow.





THANK YOU

