

Quality as a platform for a sustainable future

**Mats Deleryd, CEO & President
SIQ – Swedish Institute for Quality**

3rd International Conference on Quality Engineering and Management

Founders



Regeringskansliet

The Ministry of Enterprise,
Energy and Communications



Swedish Agency for Economic and
Regional Growth



The supporting
members association

At SIQ ...

National awards



Research & Education



Meetings and Conferences



Networks, members and partners



SIQ offices in Stockholm and Gothenburg



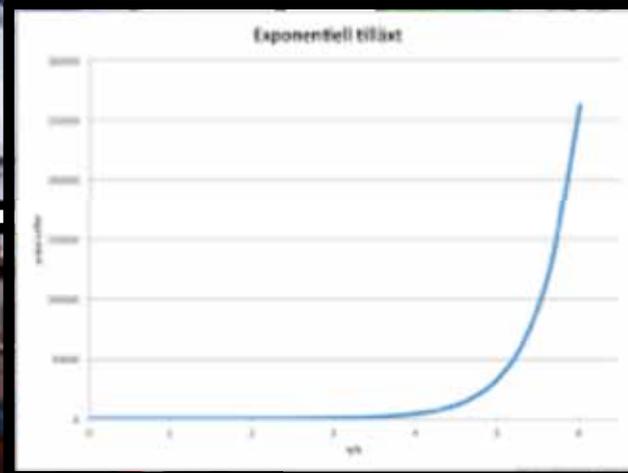
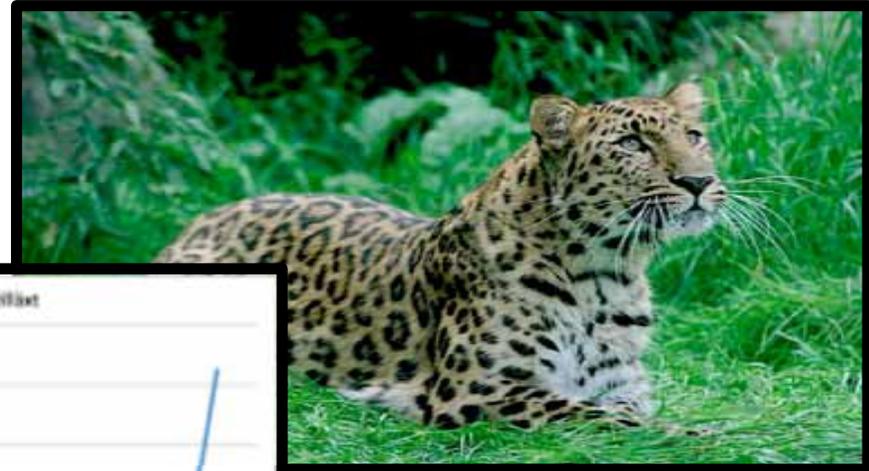
SIQ – Kungsgatan 26, Stockholm



SIQ – Drakegatan 6, Göteborg

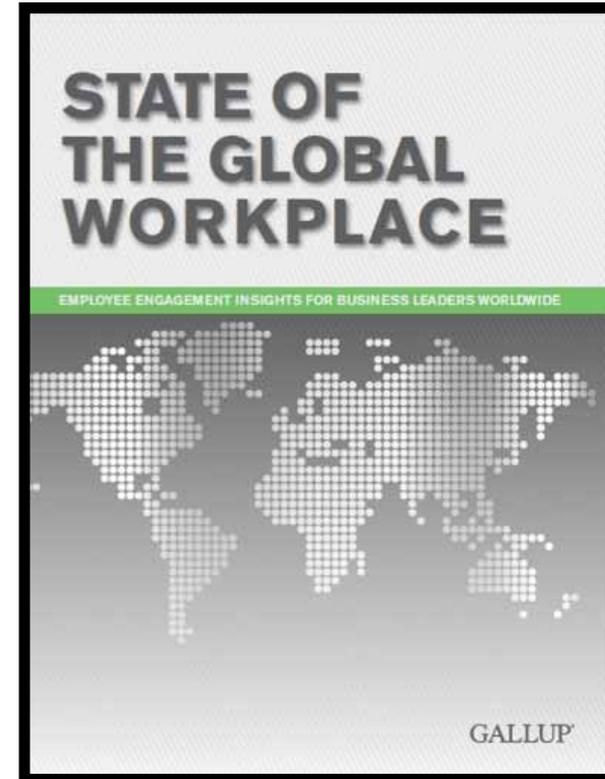
The world we live in today!

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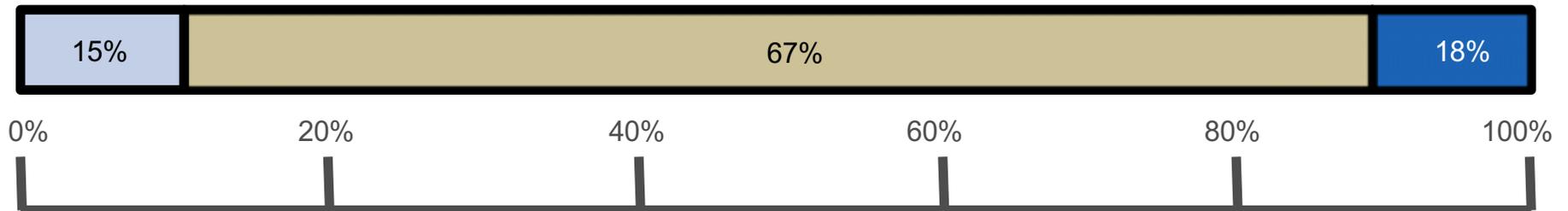
Employee Engagement

Study by Gallup at organisations within 155 countries.



Categories of engagement

Distribution of engagement



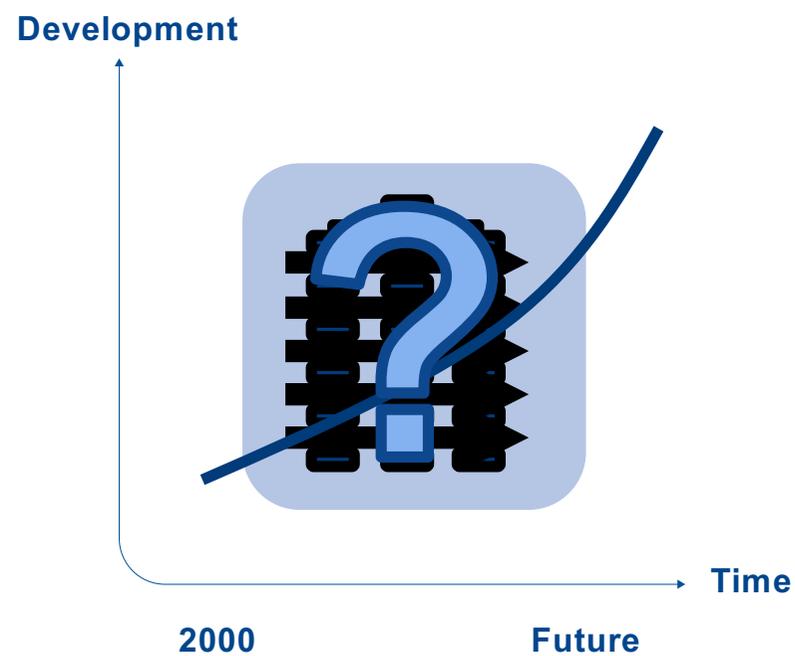
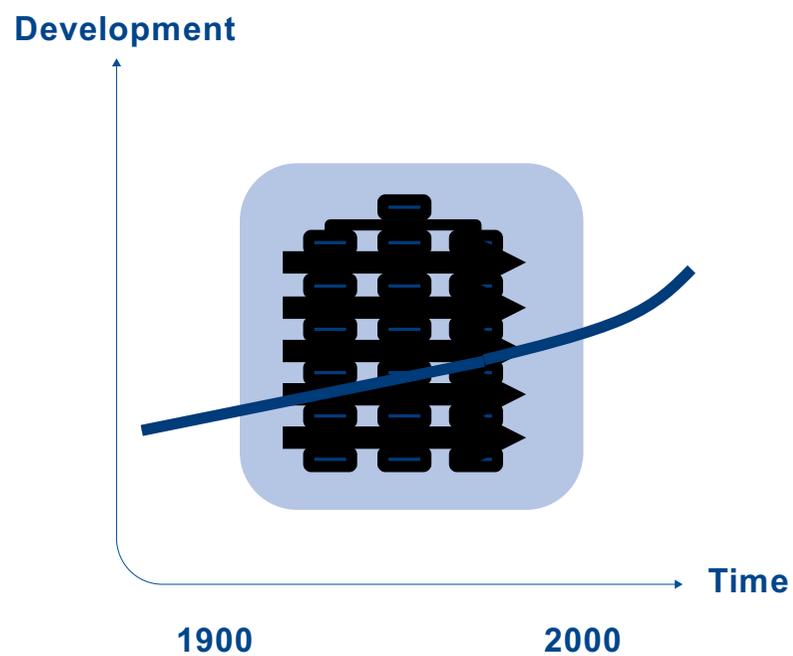
ENGAGED EMPLOYEES

NOT ENGAGED EMPLOYEES

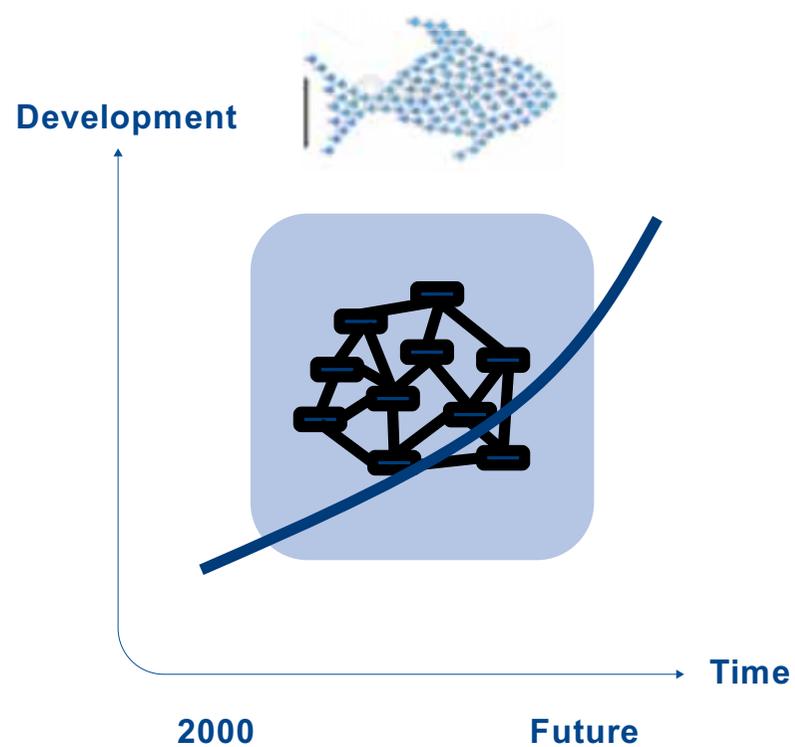
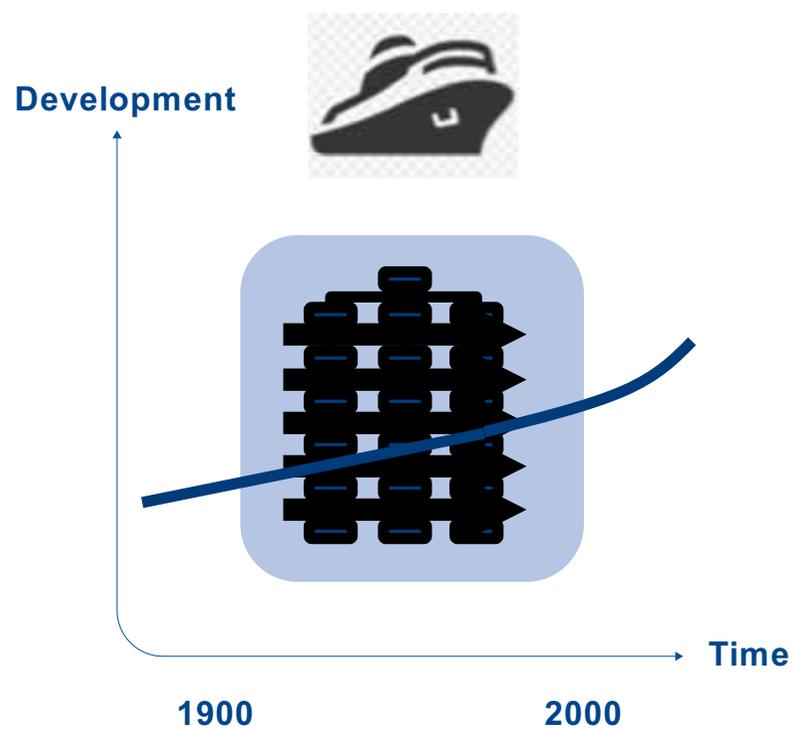
ACTIVELY DISENGAGED EMPLOYEES



Organisational structures – speed of change



Organisational structures – speed of change



”On the relationship between Quality and Sustainability”

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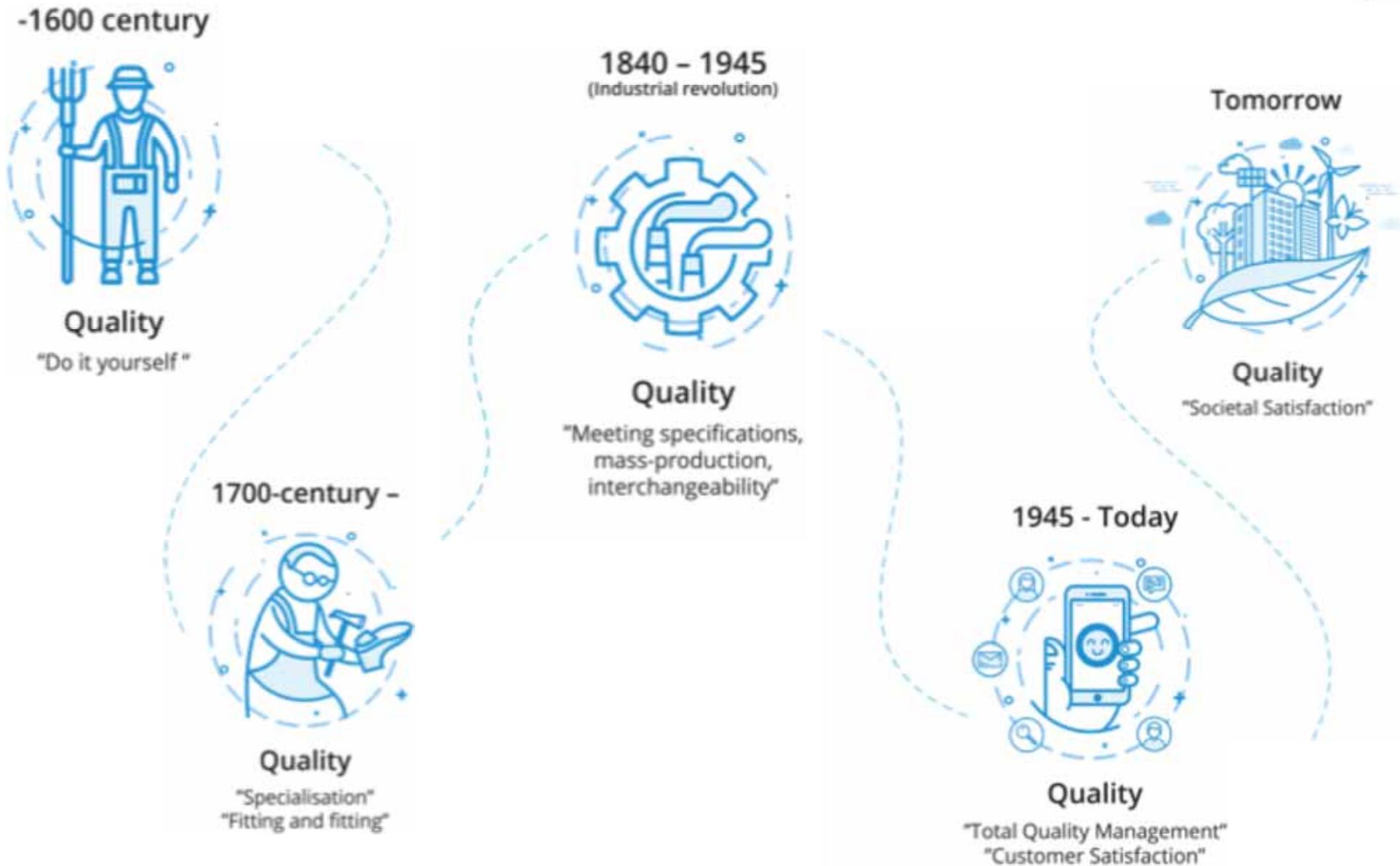


Sustainability

SUSTAINABILITY = “Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”(World Commission on Environment and Development 1987)



The development of the Quality Concept – Quality 5,0



The power of Quality!

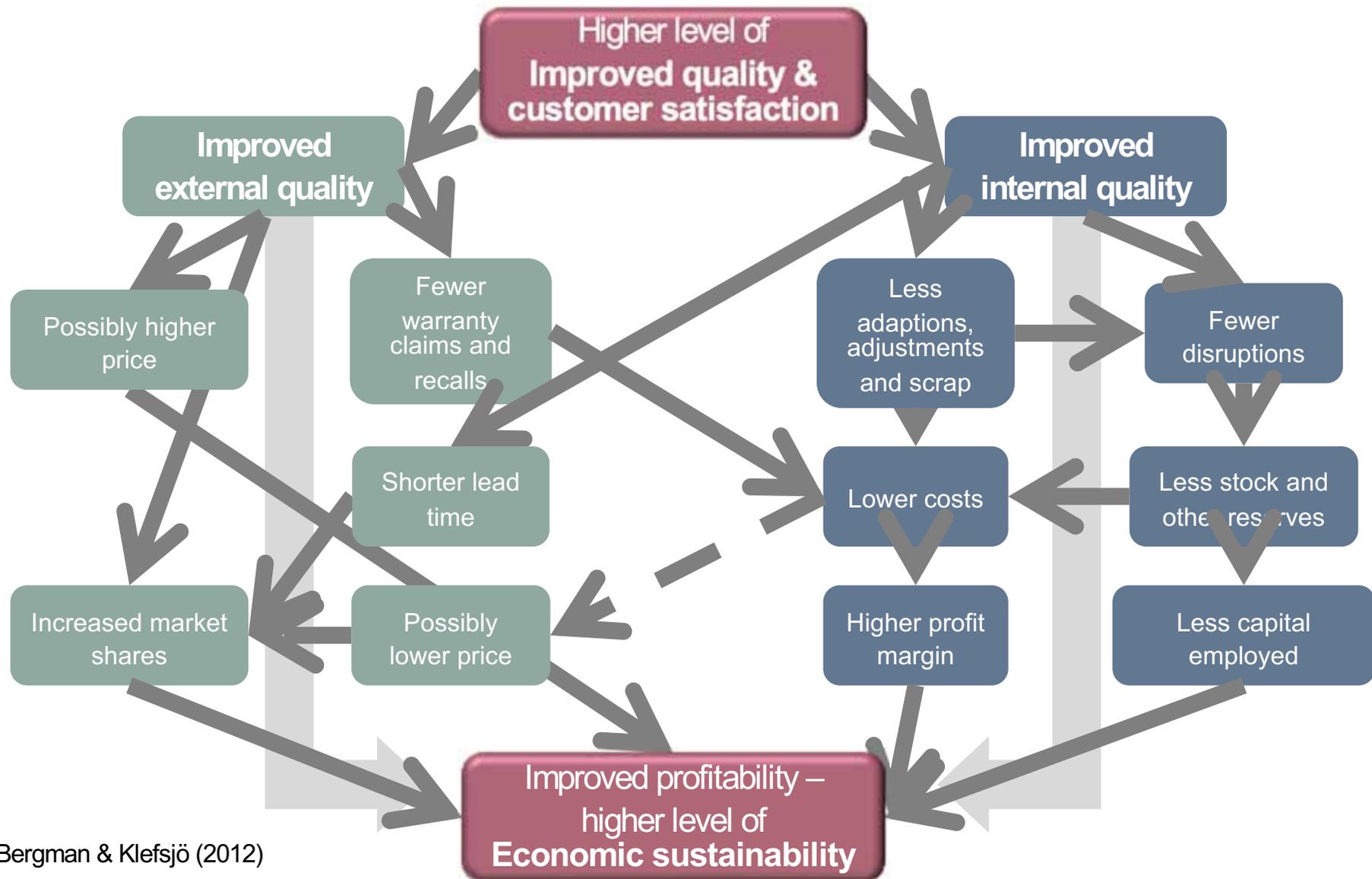


Photo from co-operation meeting between the Swedish Association for Quality (SIQ) and the Shanghai Association for Quality (SAQ) and the China Association for Quality (CAQ), 2018-06-26

China's Quality Plan

- "Made in China" shall become "Created in China"
- "China's speed" shall become "China's quality"
- "Chinese products" shall become "Chinese brands"

Improved Quality leads to higher level of customer satisfaction and economic sustainability



Why is sustainability of interest to focus?



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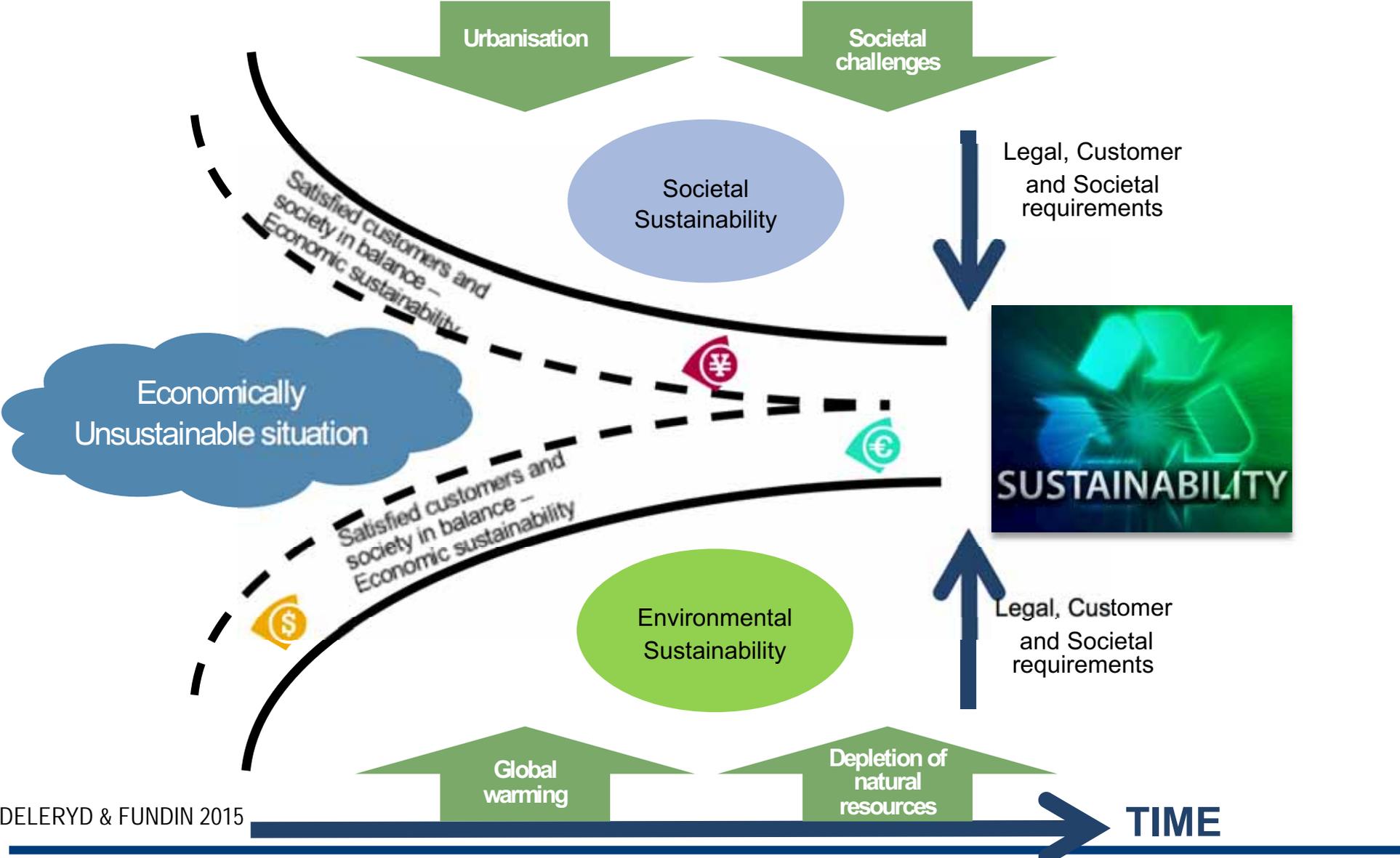


Why is sustainability of interest to focus?

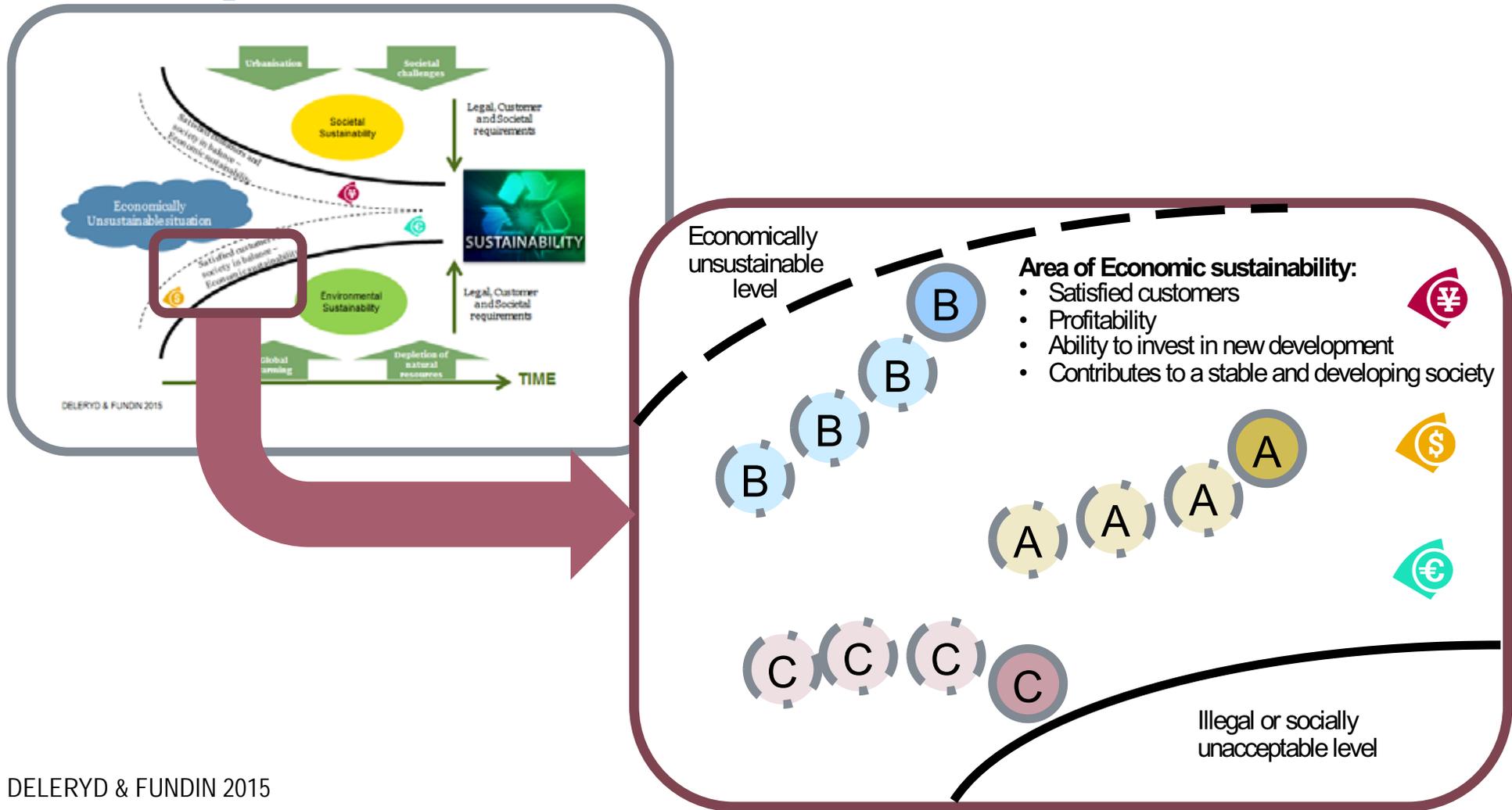
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The Sustainability Model



The leader in the “Sustainability race” will be the market leader and most profitable



The Sustainability Model **EXAMPLE:** Sustainability in the Transportation and Infrastructure Industry



BENEFITS



Optimizing societal transportation solutions

CHALLENGES

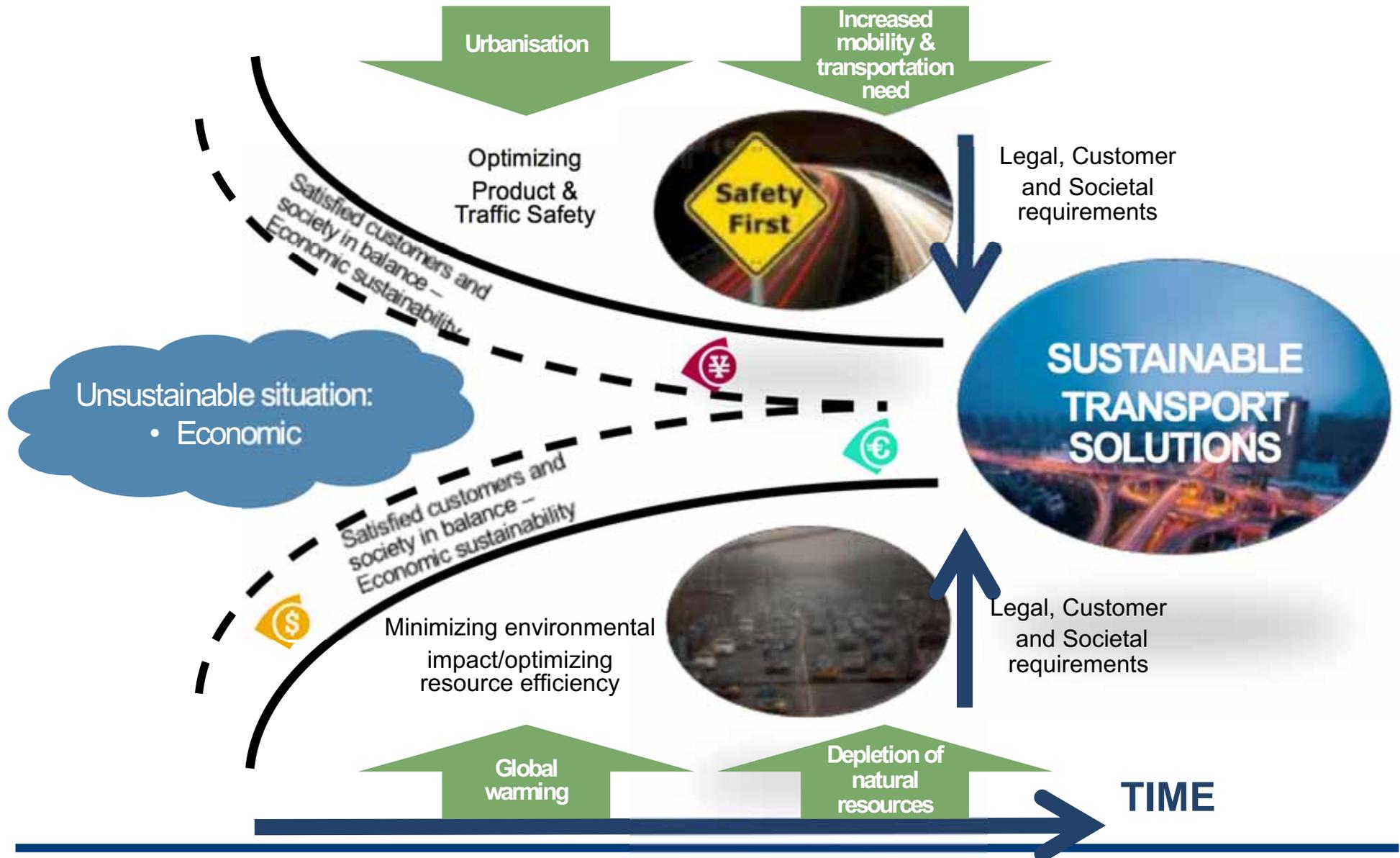


Minimizing environmental impact-
optimizing resource efficiency



Maximizing Product & Traffic Safety

Sustainable Transport Solutions - Transportation and Infrastructure Industry



SUMMARY - On the Relationship between Quality and Sustainability

- Sustainability is most often defined in the three areas of Environmental- , Social- and Economic
- There is a strong relationship between Quality and Economic Sustainability. Having satisfied customers is the platform for sustainability and growth.
- The modern definition of Quality is transforming from "Customer satisfaction" to "Societal satisfaction".
- The leader in the "Sustainability race" will be the market leader and most profitable and successful.



The SIQ Management Model

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SIQ Managementmodell



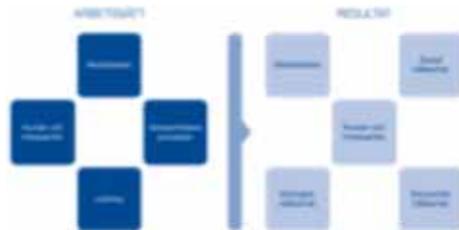
SIQ Management Model

Consists of three corner pillars

Culture



Structure



Systematics



SIQ Management Model - CULTURE



SIQ Managementmodell baseras på framgångsfaktorer som kännetecknar ledande organisationer. Framgångsfaktorerna är definierade utifrån forskning och praktisk tillämpning.

Framgångsfaktorer

SKAPAR VÄRDE MED KUNDER OCH INTRESSETER

En organisations långsiktiga framgång beror på dess förmåga att skapa värde tillsammans med de som den finns till för. Kundens och intressenternas uttalade och underförstådda behov, krav, önskemål och förväntningar är vägledande för organisationens beslut och handlande.

LEDER FÖR HÅLLBARHET

Med engagerade ledare som utgår från kund- och intressentbehov förstärks en kultur som skapar förutsättning för hållbar utveckling. Ledare ser verksamheten, dess produkter, tjänster och processer som delar i en större helhet och verkar aktivt för att förbättra samhälle, miljö och ekonomi. Ledare tar till vara och utvecklar medarbetarnas och organisationens samlade kompetens och mångfald.

INVOLVERAR MOTIVERADE MEDARBETARE

En förutsättning för en framgångsrik organisation är motiverade medarbetare som känner sig uppskattade och respekterade. Ledare och medarbetare är engagerade i att utveckla en god arbetsmiljö. Alla ser sin roll i helheten och har ett tydligt mandat att bidra till verksamhetens utveckling.

UTVECKLAR VÄRDESKAPANDE PROCESSER

Organisationens verksamhet ses som processer som skapar värde med kunder och intressenter. Processorientering stimulerar förebyggande arbete, att grundorsaker till problem identifieras och att faktabaserade beslut tas. Processerna är utformade för att skapa förutsägbara resultat. Samtidigt finns förmågan att snabbt ställa om med hänsyn till förändrade behov från kunder och intressenter.

FÖRBÄTTRAR VERKSAMHETEN OCH SKAPAR INNOVATIONER

Framgångsrik hållbar verksamhet över tid kräver såväl ständiga förbättringar som innovation av produkter, tjänster och processer. Förutsättningen för detta är en kultur som stimulerar till kontinuerligt lärande, kreativitet och nya idéer. Genom jämförelser med ledande organisationer får ledare och medarbetare kunskap om vad som kan uppnås och vägen dit. Ett systematiskt och uthålligt förbättringsarbete leder till nöjdare kunder, nöjdare medarbetare, bättre samhälle och miljö samt ökad effektivitet.

SIQ – Institutet för Kvalitetsutveckling finns till för de som vill bli bättre. Vårt uppdrag är att skapa, samla och sprida kunskap om kvalitetsutveckling.

SWEDISH
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Creating Value with Customers and Stakeholders

An organisation's long-term success depends on its ability to create value along with the ones for which it exists.

Customers' and stakeholders' expressed and implied needs, requirements, wishes and expectations are guiding the organisation's decisions and actions.

Leading for Sustainability

With committed leaders based on customers' and stakeholders' needs, a culture that creates a prerequisite for sustainability is strengthened.

Leaders see the organisation, its products, services and processes as units in a larger system, and actively promote the prosperity of society, the environment and the economy.

Leaders utilize and develop the employees' and organization's overall skills and diversity.

Involving Motivated Co-Workers

A prerequisite for a successful organisation is motivated co-workers who feel appreciated and respected.

Leaders and co-workers are committed to developing a good working environment.

Everyone sees their role as a whole and has a clear mandate for the development of the organisation.

Developing Value-Creating Processes

The organisation's activities are seen as processes that create value with customers and stakeholders.

Process orientation stimulates preventive work, identifies root causes of problems, and fact-based decisions are taken.

The processes are designed to create predictable results. At the same time, there is the ability to adapt quickly with regard to changing needs from customers and stakeholders.

Improving and creating innovations

Successful sustainability over time requires continuous improvements as well as innovation of products, services and processes.

The prerequisite for this is a culture that stimulates continuous learning, creativity and new ideas.

Through comparisons with leading organisations, leaders and co-workers get knowledge of what can be achieved and the process to achieve world-class results.

Systematic and continuous improvement work leads to satisfied customers, more satisfied co-workers, better society, environment and increased efficiency.

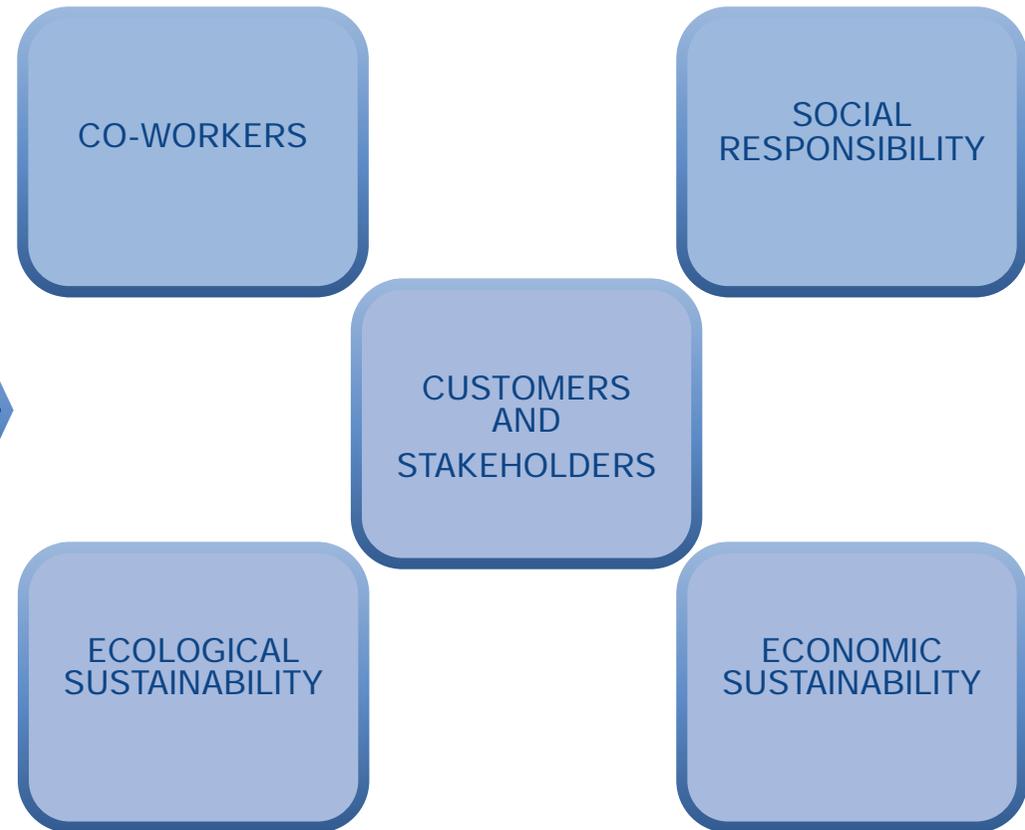
SIQ Management Model - STRUCTURE



ENABLERS



RESULTS



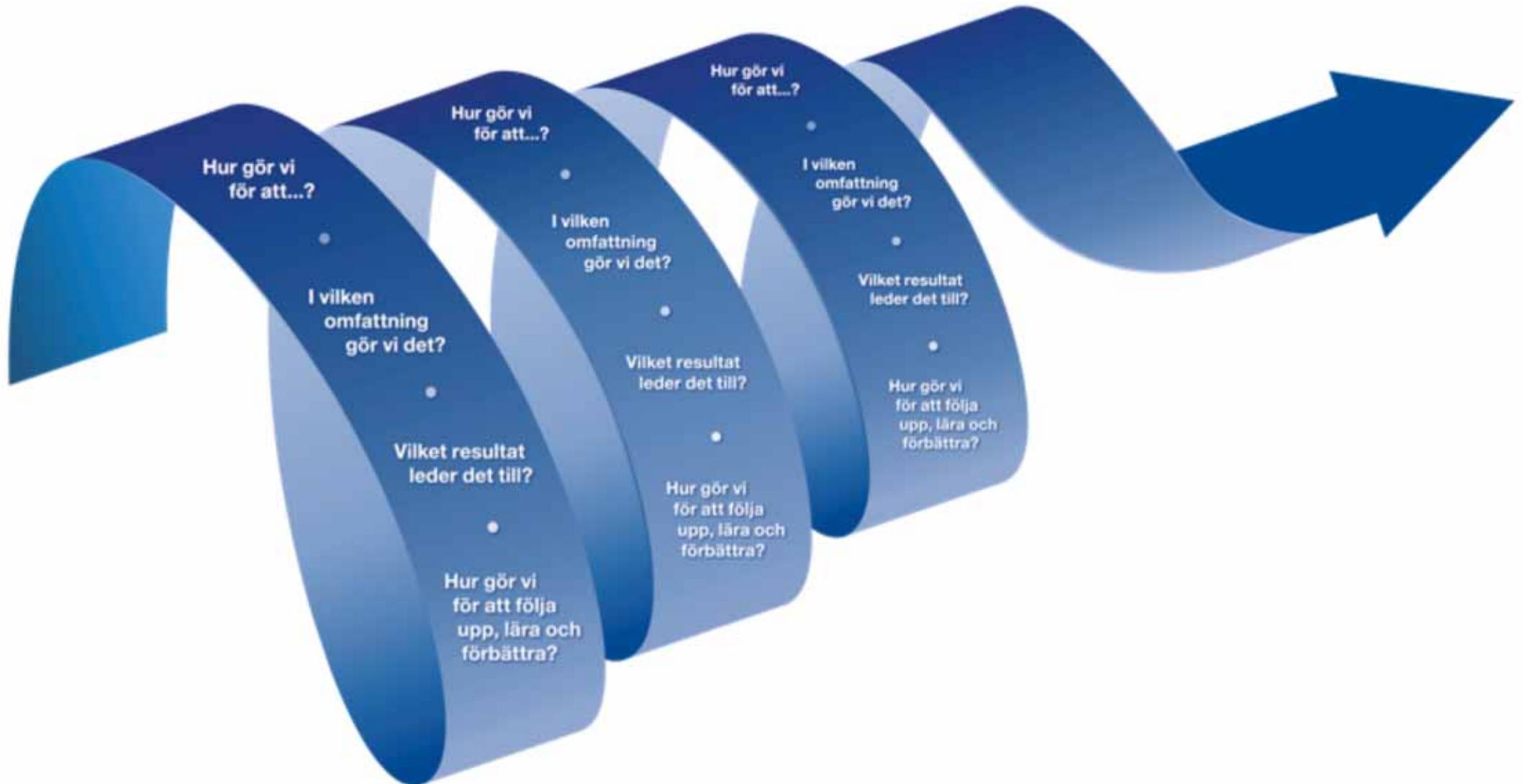
SIQ Management Model - STRUCTURE



1.	CUSTOMERS AND STAKEHOLDERS	(150 p)
1.1.	Understanding the needs and expectations from customers	(50 p)
1.2.	Creating value with customers and stakeholders	(50 p)
1.3.	Creating proposition to customers and stakeholders	(20 p)
1.4.	Measuring customer and stakeholder satisfaction	(30 p)
2.	MANAGEMENT	(125 p)
2.1.	Planning for sustainability	(30 p)
2.2.	Managing for sustainability	(40 p)
2.3.	Managing co-workers	(30 p)
2.4.	Managing processes	(25 p)
3	CO-WORKERS	(125 p)
3.1	Developing competences	(40 p)
3.2	Creating creativity and engagement	(45 p)
3.3	Developing a good working environment and employee satisfaction	(40 p)
4	PROCESSES	(100 p)
4.1	Establishing processes	(30 p)
4.2	Improving processes	(70 p)
5	RESULTS	(500 p)
5.1	Customers and stakeholders	(100 p)
5.2	Co-workers	(100 p)
5.3	Social sustainability	(100 p)
5.4	Ecological sustainability	(100 p)
5.5	Economic sustainability	(100 p)

SIQ Management Model - SYSTEMATICS

SIQ



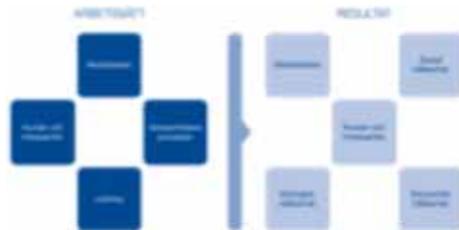
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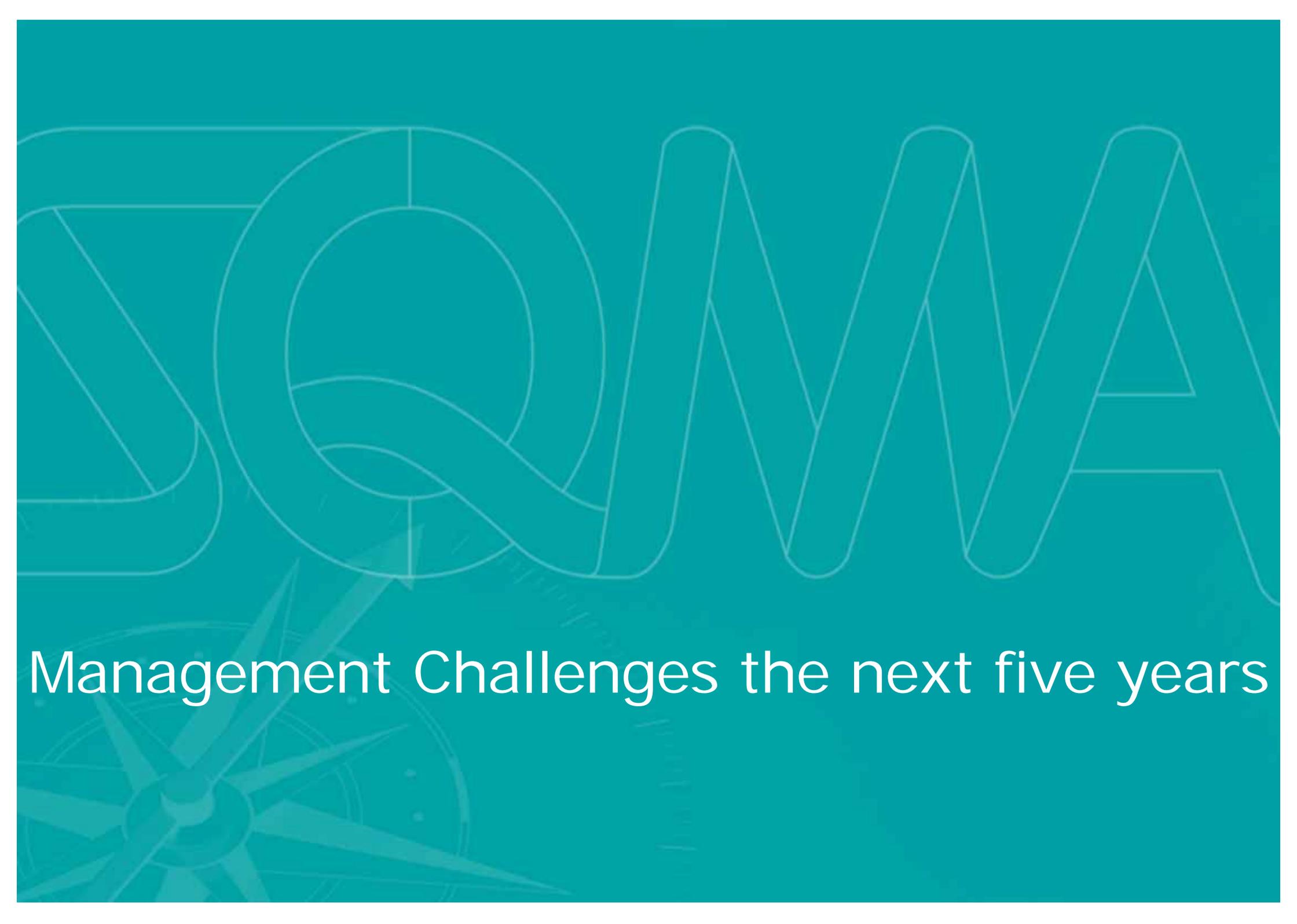
Systematics



Swedish Quality Management Academy - Quality challenges 2012

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Management Challenges the next five years

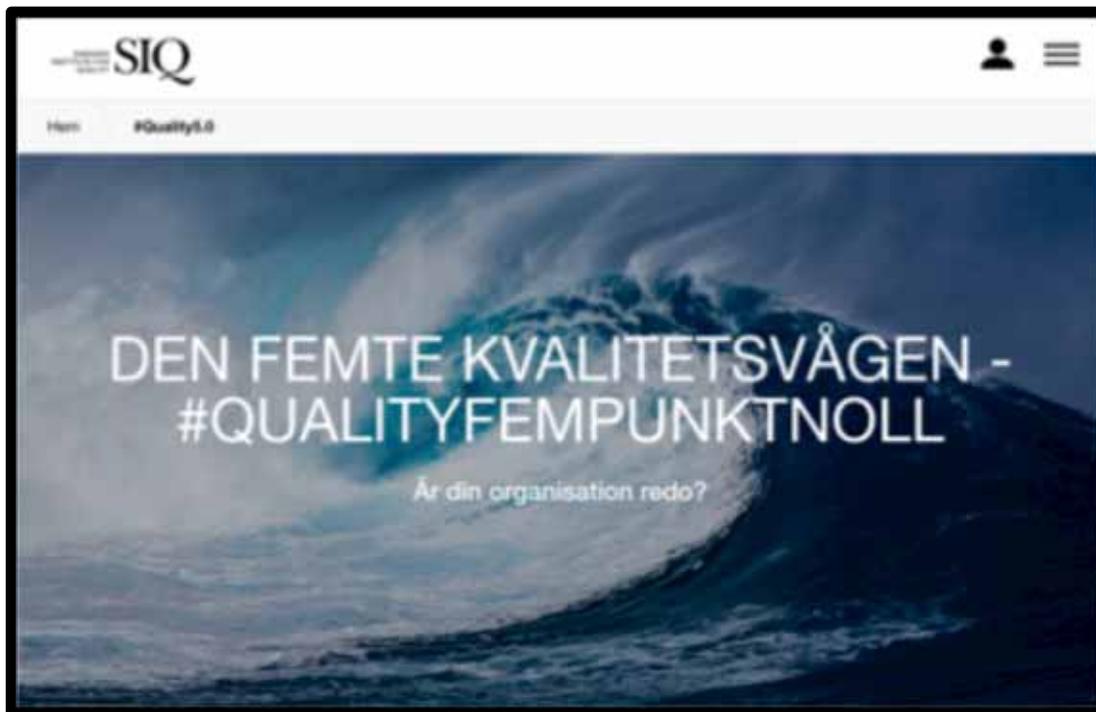
PRIORITIZED AREAS TO FOCUS GIVEN THE VERY HIGH SPEED OF CHANGE THE NEXT FIVE YEARS!



- To achieve a **sustainable direction** for the organisation
 - To develop **together** with customers and other stakeholders
 - To develop management-models for **stable** but yet **agile** organisations
 - For boards and management to take **ownership** of managing change and improvement
-

”Quality 5.0” – The new management paradigm after TQM

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