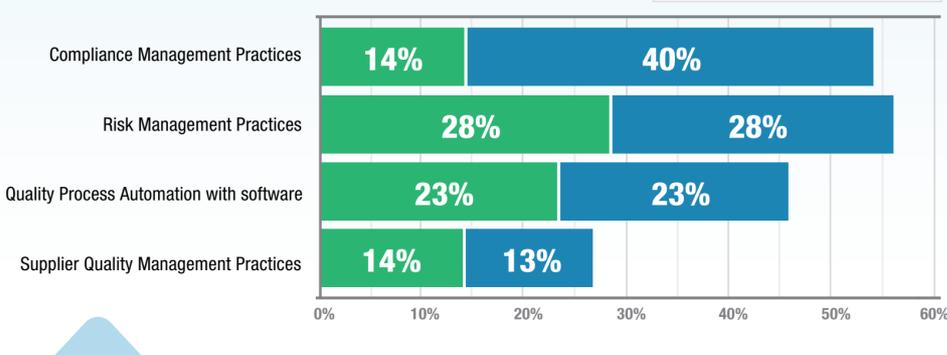


HOW-TO GUIDE: Get Executive Support for Your Quality Management Initiative

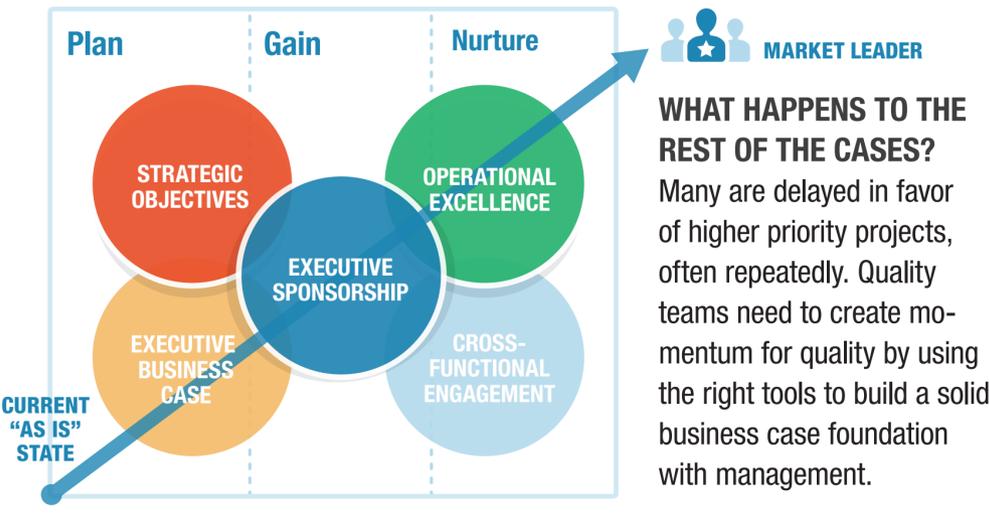
QUALITY LEADERS HAVE AGGRESSIVE PLANS – they intend to roll out new capabilities over the next 12 months, in many cases by a factor of 2x or 4x. Today's quality teams understand the need for improvement and they have identified solutions to drive it forward.

The market has aggressive adoption plans...



PLANNING AND INTENTIONS ARE EXTRAORDINARY. Conversely, actual adoption grows at a much more modest pace; it doubles every nine years. There is a sizeable disparity between planned and actual adoption. While there is pent-up need, quality leaders struggle to make a compelling case to execs.

AVERAGE ANNUAL INCREASE in EQMS adoption between 2012 and 2015



Know Your Stakeholders

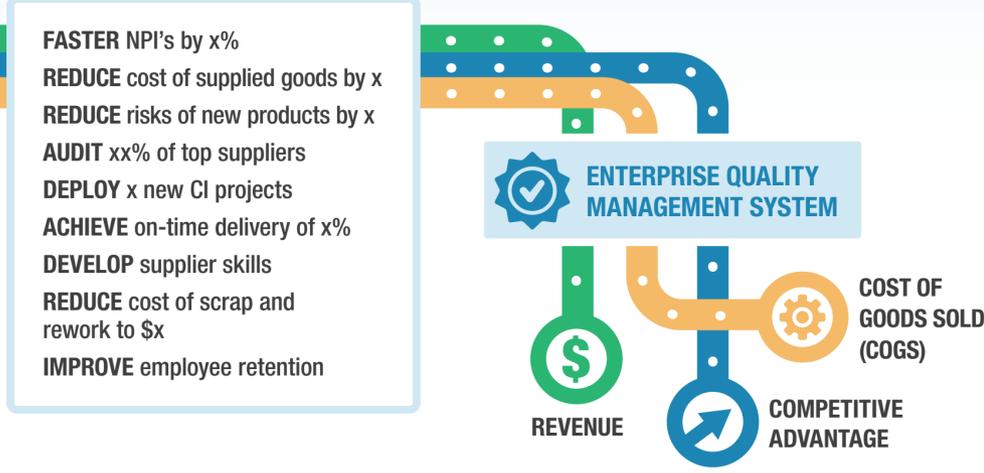
Don't focus solely on benefits to your department. Discover cross-functional angles to your proposal – what other functions does your plan impact? Identify and engage stakeholders across functions and roles. Communicate the proposal in their terms, listen to their feedback, and adapt. The next quality proposal you prepare is your best chance to grow the culture of quality.



“Quality is a department, not a responsibility.”
Top challenge cited by 35% of respondents

Success Sells

Management has annual objectives that are measurable and may be tied to personal incentives. Consider how your proposal will credibly help address these objectives to achieve departmental and personal success. Initially focus less on proposal details and more on identifying and communicating value to the stakeholder.



Trend the Right Direction

Capture the interest of stakeholders and sponsors by clearly and concisely expressing the problem and how your proposal addresses that problem. Describe value to the entire company – not just quality – by illustrating how the proposal improves your company's ability to address top factors driving industry.

TOP 4 TREND CATEGORIES

- 1 REGULATIONS**
quality, traceability, government, industry
- 2 SUPPLY CHAIN**
collaboration, availability, globalization
- 3 MARKET CHALLENGES**
globalization, volatility, competition
- 4 OPERATIONAL EXCELLENCE**
function integration, lags business

Only **15% of companies** have cross-functional understanding of how quality management achieves corporate objectives

Quantify the Value

Lead with a strong message and reinforce that message by quantifying the value. Use value engineering activities or third-party data by LNS Research to illustrate potential value.



Those that have adopted closed-loop processes to connect quality across design, manufacturing and suppliers outperformed those that have not.

77% of companies do not have a cross-functional culture of quality

Destination: Executive Support for Quality

Build and deliver a message using the four tips as a guide. Decisions are not made on facts alone. First, connect to your stakeholders' gut, then support with data. As you enlist stakeholders from other departments and convert them to champions, they can help you gain executive and financial support to launch your plan.

EXECUTIVE SPONSORSHIP

