

A culture of quality
doesn't appear suddenly,
or develop in isolation.

Implementing a quality culture
is a dedicated, organization-wide embrace
of quality principles in a
data-driven model of operations.

Now what does a quality culture look like?

Welcome to ASQ TV.

(bright gentle music)

In "Cultivating Culture: How to Spot
a High Level Quality
Culture in an Organization,"
authors Mary Duffy and Santosh Mishra
share how rating an
organization in six categories
demonstrates how strong
the quality culture is
throughout the company.

The categories are current
organization culture,
continuous improvement,
great customer experience,
people come first, excellence is a habit,
and leadership walks the talk.

Santosh Mishra then explained
the category's purpose and scoring.

- The purpose of the organization
is to do the rating based

on their current status.

And at the end we will
multiply the weighters
into the rating that will give the score.

And then at the end of
that table, we have given
if it's less than three, less,
six to eight, eight to 10,
what it really means.

So in no way this is prescriptive
or it encompasses everything.

And we have given the remarks,
typical exhibited behavior
for that particular attribute
under the six categories
so that people relate to
what we're talking about.

- Along with describing
their quality culture+
assessment tool, Mishra and Duffy
discuss quality
professionals opportunities
within organization's
culture and convincing
upper management about the
importance of a quality culture.

The co-authors each offer
a tip to the community.

Here's Mary Duffy's suggestion.

- One thing that is important

for people to understand

is that quality culture

takes time to develop.

So you have to be patient and persistent.

I think it's like gardening.

It takes a while for things to grow

and you have to keep pruning and changing.

So don't give up too early.

It will come if you're persistent enough

and try and recruit others

to help you in the process.

- Read the full "Cultivating

Culture" article

in the June issue of QP.

ASQ members, you can

watch the full interview

with Mishra and Duffy

on the ASQ TV Organizational

Excellence Channel.

ASQ TV includes hundreds

of quality related video

and webinars, as well as links to articles

and webpages mentioned in our episodes.

Just go to videos.asq.org to explore more.

ASQ also offers many case

studies about quality culture.

Thanks for watching
this episode of ASQ TV.