

What does Quality mean to You?

When I ask people, “what does Quality mean to you?” I hear a wide range of answers. For some people, their answer is, “Quality means putting out the best product or service possible.” Others may say, “Honesty and trust.” Many will tell you, “Quality means doing the right thing at the right time.” Still others will say, “Quality is a resistance to compromise.” However, more often than not, I still hear “ I have no idea, that’s why we have a quality department,” or “Hey let me ask my Vice President of Quality,” or even worse yet, “I’m not sure what quality means to me.”

Walking and Talking Quality

Is it culture, the weather, geography? Perhaps ignorance of what the right policies are? Simply, no. None of these factors is either definitive or destiny. Otherwise, how to explain why Botswana has become one of the fastest growing countries in the world, while other African nations, such as Zimbabwe, the Congo, and Sierra Leone, are mired in poverty and violence?