

# A Moment of Truth for the Solar Panel Industry

I recently read a commentary in the New York Times (“Solar Industry Anxious Over Defective Panels”; May 25, 2013, [link](#)), and something sounded familiar. Solar panels that are expected to have a 25-year life span are failing. Coatings are disintegrating and other defects have caused fires. Worldwide, the reports are coming in. The \$77 billion solar photovoltaic industry is facing a quality crisis.

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## A Tale of Two Countries

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## Cutting Corners

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## **A Little Salmonella May Not Kill You, but it May Kill your Economy**

After salmonella was discovered in a flavor-enhancing ingredient, a wide range of processed foods were recalled including soups, snack foods, dips and dressings, the result of poor quality control. Food and Drug Administration officials noted that the ingredient, hydrolyzed vegetable protein, was used in thousands of food products. The FDA and the Centers for Disease Control and Prevention said no illnesses or deaths have been reported – so far.

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## **Abolish your Quality Department**

For decades now, we've made the Quality Department the epicenter of our quality policy. But has this attention been misplaced? My contention is that the reason we have failed to deliver resilient and sustainable quality from American businesses is that we are too focused on the metric of quality. We have turned a qualitative question into a quantitative one, and that simply will not work.

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# Four Cornerstones for Change

Do you want to change your organization – to transform the rank and file members so that they WANT to achieve true Quality? Of course you do – who doesn't.