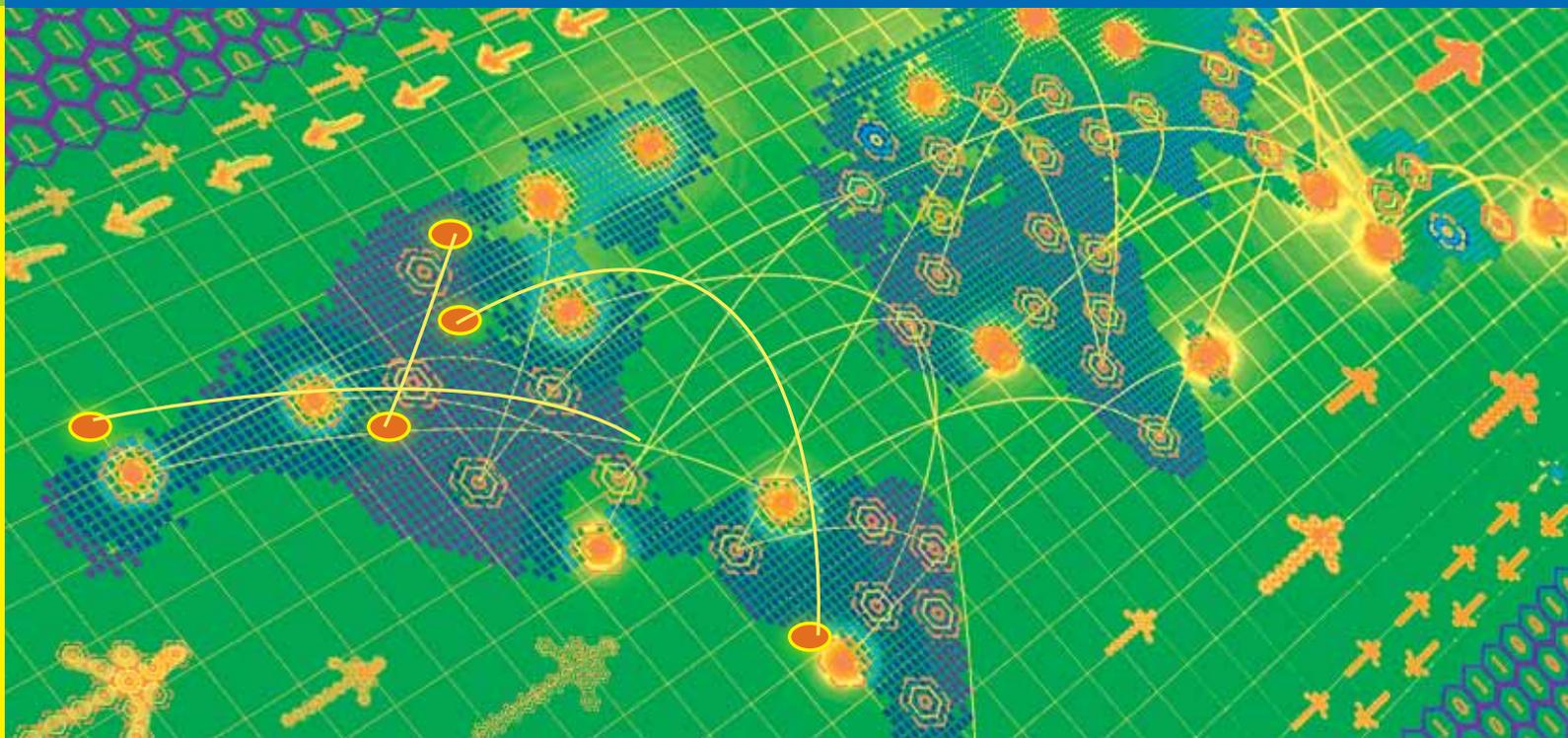


# The ASQ Global State of Quality

RESEARCH



Improvement.  
Performance.  
Excellence.  
... And a World of Opportunities.



ASQ<sup>®</sup>

The Global Voice of Quality™

# Research. Report. Results.

## Quality and Improvement Around the Globe Now. Opportunities for Our Future.

Knowledge and information. Trends, slight shifts, and sea changes. Research, data, facts, analysis, response, and action. These elements drive business, change, growth, development, and results. The components are at the core of the global quality community. You have some of what you need and want. But maybe there is something missing.

Nowhere is there a comprehensive view on the current state—and future opportunities—of quality tools and techniques, and continuous improvement systems, within and across regions around the globe, industry, economic sectors, businesses, and enterprises.

ASQ recognizes this gap, and the important role it must perform in filling it. We call that comprehensive view the ASQ Global State of Quality. By asking the questions, stating the problems, and focusing on the solutions in the Global State, ASQ will endeavor to advance the world's understanding of and appreciation for what quality is and does in business and industry today, and what continuous improvement can mean for countries and communities tomorrow.

Just as with any quality journey, this new research and report initiative is one of partnership. ASQ is partnering with the renowned research organization APQC to make this valuable information available. APQC's expertise in research and benchmarking, and global scope in clients, service, and support are essential to success. The Global State will be shaped by a research advisory panel, now in development and formulation.

Yet, to achieve the Global State of Quality in authority, scope, and impact, we need the global quality community in the partnership and teamwork from the inaugural effort onward.

Outreach is under way, around the globe, to business leaders, to quality organizations and associations, to institutions, and many more. Only through involvement and alignment will we—together—achieve this pioneering research and reporting on quality, performance excellence, and continuous improvement developments and opportunities around the world.



It's here. The world's **first**  
comprehensive analysis of the global  
state of quality.



## Study Objectives and Approach

The ASQ Global State of Quality is designed to deliver an inaugural view—including regular updates—on the practices and performance of quality and continuous improvement. Included will be benchmark data to help organizations compare quality and continuous improvement advancements with each other, their regions,

and their economic sectors. The survey will gather information from organizations that represent at least *80 percent of the global gross domestic product*. We plan for the quantitative and qualitative report to be released at the ASQ World Conference on Quality and Improvement in May 2013.

The survey will gather information from organizations that represent at least **80 percent** of the *global gross domestic product*.



# World-renowned Thought Leaders



## About ASQ

ASQ is a global community of people dedicated to quality who share the ideas and tools to make our world work better. With millions of individuals and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world's corporations, organizations, and communities to meet tomorrow's critical challenges. As stewards of worldwide quality knowledge, ASQ is ideally suited to spearhead the unprecedented Global State of Quality study. ASQ is headquartered in Milwaukee, WI, with national service centers in China, India, and Mexico. Learn more about ASQ's members, mission, technologies, and training at [www.asq.org](http://www.asq.org).

## About APQC

ASQ is joined by APQC, a 35-year-old nonprofit organization located in Houston, TX. An internationally recognized resource for process and performance improvement, APQC helps organizations adapt to rapidly changing environments, build new and better ways to work, and succeed in a competitive marketplace. With a global focus on productivity, knowledge management, benchmarking, and quality improvement initiatives, APQC works with its member organizations to identify best practices, discover effective methods of improvement, broadly disseminate findings, and connect individuals.

Founded in 1977, APQC is a member-based nonprofit serving over 750 of the Fortune Global 1000 companies and numerous government organizations worldwide.



The results of this survey are expected to be of **enormous benefit** to your organization, business, local industry, governments, and community leadership.



## Leaders Will Step up to Participate

The results of this survey are expected to be of enormous benefit to your organization, business, local industry, governments, and community leadership. It will help you understand the global, regional, and local landscape, and discover opportunities in new regions. This valuable information provides the opportunity to position partnerships with other brands and mutual business interests. It allows for brand exposure during project promotion events, gives you input into the data collected, and visibility during World Quality Month—November 2012 and November 2013. Sponsors will be alerted of findings and best practices from the study that are presented and distributed through a variety of channels.

The ASQ Global State of Quality is an invitation and opportunity offered to our most prestigious partners. The study will help you understand the quality trends as well as pinpoint growth opportunities in your specific region of the world, and elsewhere. You will see how problems are being solved and innovations are being leveraged. You will learn of and build stronger relationships with quality leaders through collaboration and networking events throughout the project. In addition, for those partners that are deeply committed to understanding the quality landscape in their region, a customized data report will provide further insights into promising practices and emerging challenges.



With so many world-class organizations joining our effort, you don't want to be left out of this groundbreaking, historic project! From the outset, we ask you to support this effort as a sponsor. Different levels of sponsorship are available based on your organizational structure and preferences.

The study will help you understand the quality trends as well as pinpoint **growth opportunities** in your specific region of the world, and elsewhere.



# An Invitation to Our Most Prestigious Partners



## A Selection of Advantages for Involved Organizations

The ASQ Global State of Quality Research and Report is an unprecedented call to action for the global quality community—an initiative of unity, participation, and leadership, where we, together, will show and tell the world the importance and impact of quality. The opportunity is open for your **organization now**. The earlier you become a sponsor of the research, the more time there is to shape the work and promote your organization's commitment to quality.

- Basic logo/name visibility on all project materials.
- Customized “cut” of the survey data based on criteria (e.g., industry, region, revenue size) selected by your organization. All data “cuts” are aggregate data and adhere to APQC's Benchmarking Code of Conduct.
- Opportunity to participate in all project promotion events.
- Visibility in survey promotion during World Quality Month 2012 and 2013.
- And many more!



**Become a sponsor now, while there's time to shape the study and promote your organization's commitment to quality.**

## When will the results be available?

ASQ plans to present the results of the findings at the 2013 World Conference of Quality and Improvement.

### Important Dates

- **August 1, 2012**—Sponsors finalized.
- October 1, 2012—Survey launches.
- November 2012—Sponsors promoted during World Quality Month.
- May 2013—Report is released at World Conference.
- Summer 2013—Customized reports and spotlight reports are distributed.
- November 2013—Sponsors promoted during World Quality Month.

## What can I do to become a sponsor?

We are excited for you to join us as a sponsor for this unprecedented, monumental research study. Please get in touch with us to learn more.

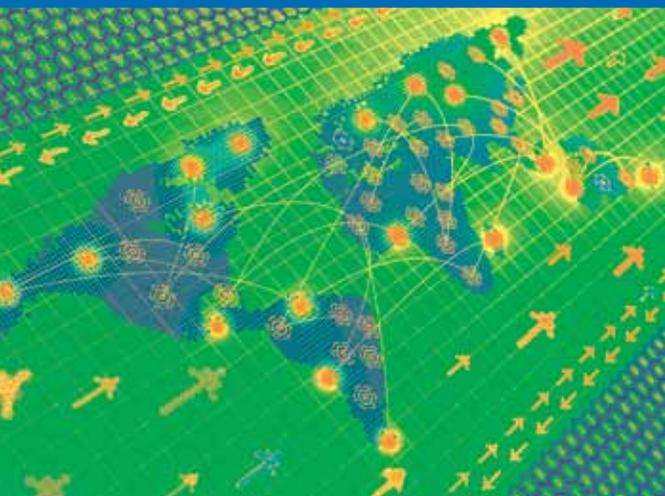
For a project overview, please contact Laurel Nelson-Rowe. She can be reached at [lnelson-rowe@asq.org](mailto:lnelson-rowe@asq.org).

For extensive project details, contact Travis Colton at [tcolson@apqc.org](mailto:tcolson@apqc.org).

**View our website at [asq.org/research](http://asq.org/research).**

With so many world-class organizations joining our effort, you **don't want to be left out** of this groundbreaking, historic project!





# The **ASQ** **Global** **State** of **Quality**

RESEARCH

Improvement.  
Performance.  
Excellence.  
... And a World of Opportunities.

**Learn more at [asq.org/research](http://asq.org/research).**



600 N. Plankinton Ave.  
Milwaukee, WI 53203-2914

The Global Voice of Quality™