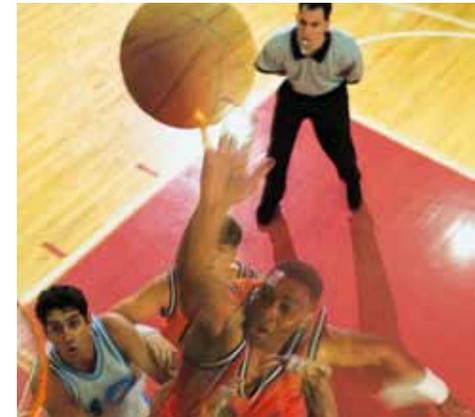


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21st Century Sports

THE 21st CENTURY is about rapid change, new methods, and higher expectations. This can be better managed with great tools and systems.

All of the major corporations in the world employ quality systems to help them stay on target. Isn't it time sports looked at what a quality system can do for them?

The American Society for Quality has created a new group, Quality in Athletics, to help bring these tools to sports.

THE 21ST CENTURY IS HERE.

What does your team quality look like?



The Voice of Victory

Quality Systems in Sports



Quality in Athletics
Interest Group
The Global Voice of Quality™

asq.org/quality-athletics



The Global Voice of Quality™

The Competitive Advantage

The sports world is a complex system of talent, training, development, and management. All of these things involve people and expectations. When these expectations are communicated and executed without errors, the opportunity exists for that team to have the competitive advantage.

However, we know that errors exist in sports. These errors create variables that can, in the long run, affect overall success. No team can control every variable, but a quality system can help identify, measure, monitor, and minimize the variables before they have a chance to get out of control.

Quality systems were designed to make sure that products and services meet their designed intent. Even the best systems can lose effectiveness over time. Quality keeps tabs on how procedures, processes, and people are working within the system.

Coaches, athletes, administration, media, equipment suppliers, and so on are all

working together to produce the type of team that people want to support. With a smart quality system working for the team, there are more ways to contain costs and help give the fans what they truly want—a high-quality winning team!

What's Involved?

A team starts by learning a little about what a quality system is. In learning, they begin to visualize their team's "process map," which looks at key variables to determine if and how they might have a negative affect on the team. This includes athlete variables, like skill and attitude, as well as coach development techniques, like strategy and communication. Even equipment safety and injury healing can be involved if needed. Once a team learns some quality tools, they begin to identify and prioritize the most important variables according to the design intent of the team—whether it is development, winning, or both. There are quality tools that help you to "see" some obvious holes right away.

Coaches and organizations learn logical ways to put all these risks in one place by understanding inputs, processing, and outputs. Then teams can determine ways to reduce variables in order to get the desired output. The risks are controlled, and the effectiveness of these controls is revisited often. Learning and engaging in a quality system just requires a little time, interest, and a pen.



How Does It Help?

Statistics help a team understand progress and sometimes success. Quality is much more than that. Quality tools will give you information that looks beyond metrics and will help a team with planning, control and improvement. These ideas aren't new to sports. What is new is the way a quality system can visually represent a team, the discipline it offers, new insights and ideas that this information provides, new ways to handle problems, and the common language

that is used when creating and monitoring the design and development of the team. This is crucial for success.

For decades, quality professionals in business and manufacturing have used highly useful tools to help their organizations succeed. Winning isn't new for quality professionals. What is new is that now we can offer them to the sports world too.



Play to win.
WIN WITH QUALITY.

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