



ASQ

The Global Voice of Quality®

Business Solutions | Career Success | Connected Community

www.asq.org



The Global Voice of Quality®

What Is 21st Century Quality?

Businesses today are facing relentless competition, where a clear return on investment is a competitive *must*. Industry leaders are focused on innovation, increased productivity, data management and analytics, continuous improvement, customer satisfaction, and project and risk management.

Organizational survival depends on the ability to respond quickly and cost effectively to pressures created by new regulations, global challenges, industry-changing innovation, and the constant need to unlock value for customers, partners, and stakeholders. It requires organizations to focus on delivering the improvements, differentiation, excellence, and driving growth.

The funny thing is: *that's* the language of quality. It always has been. No matter what it's called by an organization—quality, continuous improvement, enterprise quality, performance excellence—quality is what differentiates the value of goods and services organizations and businesses create.

**A quality-driven
culture accelerates
organizational
performance by:**

- Being able to charge more for products and services
- Increasing revenue through innovation and new product development
- Using data more effectively to drive business strategy
- Delivering a better customer experience
- Improving processes and operations
- Enhancing brand reputation
- Reducing waste

Over the last three decades, quality has evolved from a manufacturing focus largely on compliance to a more holistic approach that affects the daily work of every employee, regardless of industry. Today, it is a business imperative used by organizations of every size and industry.



About 60 percent
of quality professionals say their
organization exhibits a culture of
quality—which means there are
many opportunities to enhance and
improve quality programs to realize
quality's full potential. **1**

About ASQ

ASQ provides the global community with the expertise, tools, and solutions to help organizations and individuals improve the products, services, and experiences we rely upon for our safety, health, and daily lives. Our mission is to increase the use and impact of quality in response to the diverse needs of the world.

Founded in 1946, ASQ has been at the forefront of the quality movement. We trace our beginnings to the end of World War II, as quality experts sought ways to sustain quality improvement. Today, we continue to support innovations in many fields.



We advocate and advance quality approaches, systems, and tools that make our businesses, organizations, and communities work better.

- We help individuals achieve career success by offering knowledge resources, professional training, and certification.
- We offer organizational assessment tools and culture of quality workshops to help businesses and organizations strengthen and grow.
- We help organizations find solutions to their business problems while uncovering opportunities to make their organizations work better.
- We facilitate a global community through networking, geographic and topic-specific member units, career development, and the sharing of ideas.
- And we serve industries as diverse as manufacturing, software, healthcare, service, banking, and beyond.

The ASQ family of companies includes accreditation leaders ANSI-ASQ National Accreditation Board and Exemplar Global. ANAB is the U.S. accreditation body for management systems, laboratories, inspection bodies, proficiency test providers, and reference material producers. Exemplar Global provides personnel certification, credential management for individuals seeking further professional recognition, and independent certification for training providers to enhance their course quality and outcomes.

www.asq.org • www.anab.org • www.exemplarglobal.org

A Global Community

ASQ champions people who are passionate about quality in more than 150 countries. We operate regional centers in the U.S./Canada, in North and South Asia, Latin America, and in the United Arab Emirates serving the Middle East and Africa. ASQ also leverages its network of World Partners® in multiple countries to advance quality around the world.

Our global presence provides local access to community, career development, credentials, knowledge, and information services, and works with local businesses, governments, and other institutions to improve organizational performance. And, our network of Country Counselors and Local Member Communities serves as focal points for members outside the United States and Canada by providing member services and networking opportunities.

asq.org/global

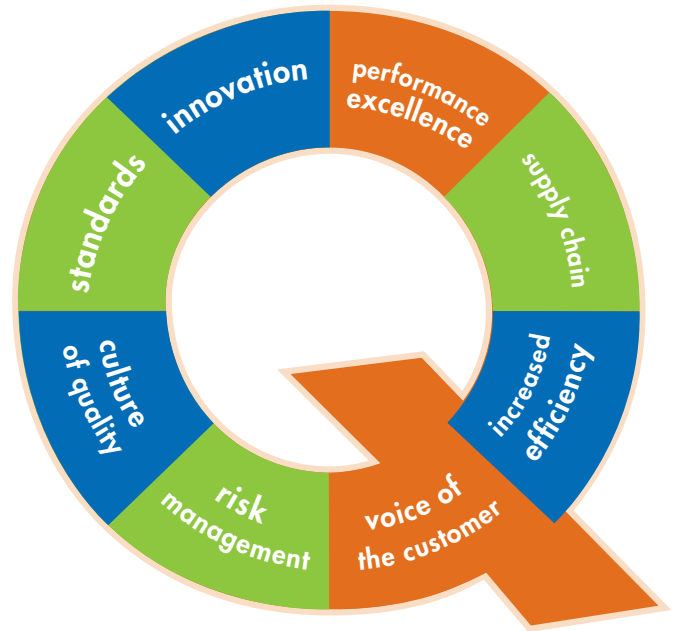
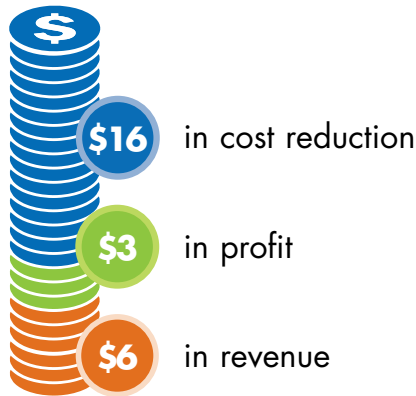
1. ASQ Global State of Quality Research, 2013

The Quality Advantage

Quality makes organizations more competitive and yields improved bottom-line results. On a wider scope, the benefits of quality to society include economic growth and stability, increased employment opportunities, reductions in environmental contamination, and product safety.

ASQ's *Global State of Quality* research shows that 72 percent of respondents agreed that quality measures at their organizations were used to drive higher performance. ²

According to a study by the Center for Economic and Business Research, every US\$1 spent on a quality management program returned:



In addition, the study found that:

- \$** **93%** of responding organizations agreed QM was a significant driver of success
- \$** **83%** of responding organizations agreed that without QM they could not justify their pricing to customers ³

2. June 2012 study by the Center for Economic and Business Research. From *Lasting Impression, QP*, November 2012
3. *Costs and Savings of Six Sigma Programs, Quality Management Journal*, October 2012

Quality Programs

Team Excellence

ASQ's Team Excellence program provides tools and resources for developing and evaluating high-performing teams. Since 1985, the Team Excellence framework has empowered more than 1,150 teams to deliver system-wide enhancements and champion quality within their organizations—saving millions by creating efficiencies and reducing waste.

Team Excellence training and coaching services are taught by master trainers and improve project team effectiveness within an organization.

ASQ's International Team Excellence Award Process is the world's premier team recognition program—acknowledging teams from companies large and small for their achievements in improving business performance.

wcqi.asq.org/team-competition/index.html

Emerging Quality Leaders

The Emerging Quality Leaders Program is a one-year, leadership development experience for high-potential quality professionals in organizations focused on establishing a culture of quality and performance excellence. The program prepares a select group of rising professionals for high-impact quality leadership in the 21st century.

asq.org/emerging-quality-leaders

Standards

As an accredited standards developer, ASQ has played a vital role in the process of setting standards on quality management, environmental management, statistics, and social responsibility that facilitate global commerce. We provide support to a number of volunteer groups that develop and approve international and American National Standards. This includes the most widely known standards, such as ISO 9001, ISO 26000, and ISO 14001, as well as other standards and technical reports that apply quality management principles, tools, and technology.

asq.org/standards

Social Responsibility

Quality plays an indispensable role in helping companies achieve their social responsibility (SR) objectives. ASQ is the administrator for the U.S. Technical Advisory Group for ISO 26000, an international social responsibility guidance standard.

ASQ has created an SR Technical Community to demonstrate the connections between quality and social responsibility. Organizations can use quality tools to plan and measure their social responsibility success and business impact.

asq.org/learn-about-quality/social-responsibility/index.html



Career and Organizational Development

Certification

Endorsed by more than 125 companies around the world, ASQ's certifications are a formal recognition that an individual has proficiency within, and a comprehension of, a specified body of knowledge. It's also a mark of excellence. Recognized globally, our certifications are essential development tools that help quality professionals show they're on top—of regulations, of expertise, and of industry standards. People with ASQ credentials don't just improve their companies' bottom lines; they build careers.

ASQ offers 18 certifications, many translated into four languages, including basic quality tools, Six Sigma programs, quality engineering, and management. Our certification examinations are administered at 250 testing locations in the United States and an additional 90 worldwide.

asq.org/cert

Training

ASQ offers a variety of classroom, virtual, blended, and Web-based training for both individuals and organizations through its ASQ Learning Institute®. The Learning Institute provides off-the-shelf and customized trainings taught by industry experts with an average of 25 years of on-the-job and teaching experience.

From courses focused on compliance to best practices, quality fundamentals, Six Sigma and lean, to certification preparation, ASQ offers diverse training methods and experiences that let organizations and individuals gain and apply the knowledge to get a competitive advantage.

asq.org/learninginstitute



"My experience with ASQ training has been outstanding. These courses have taken the 'fear factor' out of complex concepts. They've functioned as a stepping stone for my career, and allowed me to become a more significant contributor at my company."

– ASQ member

Events and Conferences

ASQ connects the global quality community through conferences and meetings throughout the year—and every event pays off in dividends for learning and networking opportunities. Our premier event is the annual World Conference on Quality and Improvement. The conference offers a forum of ideas and an international network of thought leaders, experts, and peers eager to share the proven results achieved through quality. Attendees learn new and classic methodologies while networking with thousands of global professionals.

Other ASQ conferences include the Lean and Six Sigma Conference, the ASQ Standards Conference, and many regional and industry events. Connections from an ASQ conference don't end on the last day; they continue to inspire, educate, and promote a culture of quality long after the event is over.

asq.org/conferences-events.html

“In addition to opportunities to participate in quality improvement projects, within two years I received two promotions and tripled my salary.”

– ASQ member



ASQ Membership

An ASQ membership is a membership of results, from career advancement that comes via training and networking, to enterprise-wide financial results, increased efficiencies, productivity, and customer satisfaction. ASQ offers different levels of customized membership to fit everyone from individuals to small companies and nonprofits to large global organizations.

When members join ASQ, they become a part of a community of people who are passionate about quality. They can immediately build connections with other quality professionals and gain access to knowledge resources, professional development opportunities, and a global network of experts and resources.

Enterprise Quality Roundtable Membership

Ignite performance excellence to transform your enterprise into a continuous improvement culture. ASQ's premier Enterprise membership empowers every employee in your organization with the full portfolio of knowledge, certification paths, access to executive communities of problem solvers and experts, and delivers opportunities for long-term global partnerships. This is the perfect membership for large organizations in all sectors. The Enterprise Quality Roundtable membership offers member discounts, access to members-only content on asq.org, free subscriptions to Enterprise Excellence newsletters, and electronic access to all forums and divisions.

Corporate Membership

A corporate membership is well-suited for midsized organizations across all fields, and includes benefit add-ons that companies can choose based on their preference. Your company or organization will soon benefit from trusted methodologies leading to a strong supply chain, enhanced customer experience, and an increased bottom line.



"Being a member of ASQ immediately conveys the fact that I am a quality professional. Being a member of ASQ conveys that I know what I'm talking about because they know what they're talking about."

– Luke Stark
Quality Assurance
Technicolor

Individual Membership

Your journey to professional success begins here. As an ASQ member, you will appreciate the latest development tools, networking opportunities, and access to unlimited knowledge to guide you in your career and beyond.

Take your current job to the next level, find solutions to all of your quality problems—large and small—and secure your future in quality. Meet, communicate, and collaborate with your peers within the quality community through ASQ's numerous networking opportunities.

There are four levels of individual memberships designed to fit your distinct career needs: Full, Associate, Student, and Senior.

Full Membership

This level provides learning and networking opportunities, professional development, and knowledge exchange. You will gain immediate access to a global community of quality professionals through regional and topic-specific member units. These groups provide many in-person networking and learning opportunities. There is a wide database of quality research, case studies, publications, and training options offered to you through the ASQ Learning Institute. ASQ members also enjoy special pricing on training, certifications, and leadership development as well as leadership opportunities within your section and region.

Associate Membership

At the Associate level, busy, on-the-go professionals will enjoy the experience of an electronic membership in addition to the learning and networking opportunities, professional development, and knowledge exchange.

Student Membership

This affordable level gives full-time students access to networking and training opportunities. By joining ASQ early in your career, you can help guarantee later success.

Senior Membership

Leadership and professional achievement do not go unnoticed by ASQ, and this level rewards members with enhanced recognition and benefit selections.



“When I think about why I value ASQ, it’s because of the quality of other members I have met. I value the confidence I’ve gained as a young professional by interacting with them.”

– Stephanie Thompson
Quality Manager
Campcorp Structures

asq.org/membership

Knowledge Resources

Knowledge Center

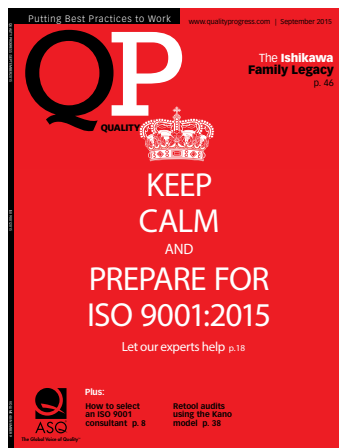
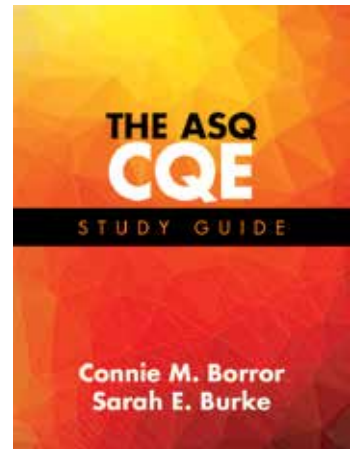
ASQ's online Knowledge Center is a one-stop collection of resources that make up the Quality Body of Knowledge (QBOK®), from foundational concepts, tools, and definitions, to historical insights, to the latest research, case studies, benchmarking, and more. The Knowledge Center gives practitioners access to the world's most extensive and reliable references on quality so they can transform information into solutions and new insights for organizational challenges and opportunities. Drawn from ASQ and many other sources, the QBOK continually grows as new thinking, examples, and applications emerge.

asq.org/knowledge-center

Quality Press

Quality Press is the world's largest publisher of quality-related products with books and certification study materials on a wide range of topics such as ISO 9001, Six Sigma, lean, and quality management. ASQ also publishes six journals and magazines, including *Quality Progress*—our flagship monthly publication. These publications keep the quality community abreast of both technical and nontechnical trends and help practitioners gain knowledge crucial to organizational and career success.

asq.org/quality-press



Research

ASQ's industry research provides organizations with data and insights crucial to making sound business decisions.

- The ASQ/Forbes Insights Culture of Quality Research offers actionable insight into how a quality-driven culture can accelerate business performance.

cultureofquality.org

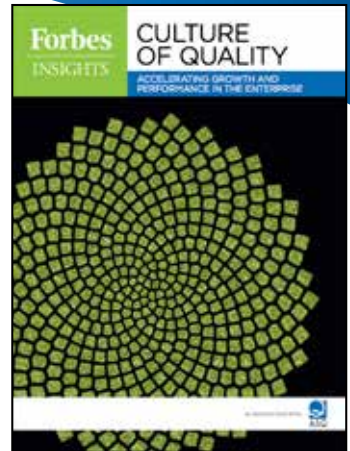
- The ASQ Future of Quality Study, conducted every three years, identifies key forces that are most likely to shape the future of quality in the world.

asq.org/future-of-quality

- The ASQ Global State of Quality Research creates a baseline of fundamental quality and continuous improvement practices around the world, pinpointing gaps and opportunities.

globalstateofquality.org

ASQ's annual surveys on manufacturing outlook and salaries for quality professionals serve as powerful economic barometers.



ASQ® TV

ASQ® TV is a monthly online video series that brings to life stories on quality innovation, strategies, ideas, and tools to achieve continuous improvement and performance excellence. The series features industry news, interviews with global quality experts, event coverage, quality tools and techniques, and more. ASQ also produces the Quality for Life® video series, which shares the stories of quality professionals who use quality tools to make a difference through volunteering and cause-based initiatives.

videos.asq.org

Learn What ASQ Can Do for You

ASQ United States and Canada (World Headquarters)

www.asq.org
help@asq.org

600 N. Plankinton Ave.
Milwaukee, WI 53203 USA

T: +1-414-272-8575
+1-800-248-1946

ASQ North Asia

www.asq.com.cn
info-asqchina@asq.org

(Kualite Technology
[Beijing] Company Limited)
19C Jiushi Fuxin Mansion
918 Huaihai Road (M.)
Shanghai 200020, P. R. China

T: +86-21-6415 5368

ASQ Latin America

www.asq.com.mx
ASQM-rep@asq.org

Homero 411, 9th Floor
Polanco 11570
Mexico City, DF Mexico
T: +52 5552548277

ASQ Middle East and Africa

www.asqmea.org
asqmeacustomercare@asq.org

Dubai World Trade Centre
Sheikh Zayed Road
PO Box 124752
Dubai, United Arab Emirates
+971 800 ASQ ME (277 63)

ASQ South Asia

www.asq.org.in
asqindia@asq.org

325, 3rd Floor, DLF Tower-B
Jasola District Centre, New Delhi-
110025, India

T: +911146783399
+911140793573

Connect With Us

Twitter



Facebook



YouTube



LinkedIn



View From the
Q blog asq.org/blog

ASQ helps individuals and organizations optimize quality to propel their careers and businesses forward.

**Get the competitive edge.
Contact ASQ today!**