ASQ Synergy for Success 2025
April 21, 3:12 PM - July 24, 5:00 PM ET

Conference Overview

The conference will feature three distinct tracks, each designed to highlight cross-industry challenges and opportunities.

The tracks are as follows:
- **Cutting EDG^e Practices**
- **Process Excellence**
- **Digital Transformation**

Keynote speakers

Opening Keynote, Tuesday, July 22, 2025: Dr. Adil Dalal. 'Developing a Mindset of Excellence: Staying Competent in the Era of AI'

Wednesday, July 23, 2025: Peg Pennington - 'The Silver Bullet: Using Great Processes to Solve Great Challenges'

Thursday, July 24, 2025: Dr. Nicole Radziwill - 'Navigating the Invisible Forces that Drive Successful Teams'

The Conference starts at 10am ET each day with the Keynote listed above and ends at 3pm ET each day. All Keynotes and Sessions will be recorded.

Dr. Adil Dalal - Opening Keynote

Tuesday, July 22, 2025, 10 am ET

Developing a Mindset of Excellence: Staying Competent in the Era of AI

This presentation is based on the multiple-award-winning book, 'The 12 Pillars of Project Excellence', it will provide you with a practical blueprint that will allow leaders to develop a permanent mind-set of excellence and consistently achieve exceptional business results. Leaders that can develop a mindset of excellence set themselves apart from the pack and become the 'Leader of Leaders', leaving behind a rich legacy. This will be an invaluable mindset to stay competent in the age of AI. This keynote provides a practical step-by-step cutting-edge method based on the neuroscience of excellence and its impact on organizational cultures. The valuable lessons learned from overcoming challenges while leading over 350 programs to successful conclusions are distilled into this powerful keynote.

About the Speaker

Dr. Adil Dalal, DBA is a globally recognized C-suite executive and transformational leader with over 20 years of experience driving cultural and organizational excellence across 25 industries on five continents. He is the CEO of Pinnacle Process Solutions, Intl., and serves on the Forbes Executive Council. He is also Chair-Elect of ASQ's Lean Enterprise Division and past Chair of the Human Development and Leadership Division.

Dr. Dalal has trained over 9,500 leaders worldwide in disciplines spanning artificial intelligence, leadership, lean, quality, visualization, and cultural transformation. A prolific author of seven books—including the multi-award-winning 'The 12 Pillars of Project Excellence'. Dr. Dalal is a highly sought-after international keynote speaker, having delivered over 100 impactful talks worldwide. He has spoken at prestigious platforms such as TEDx Brussels, the House of Lords (London), the Saudi Quality Conference, and global organizations like PMI, ASQ, SME, and Shingo. His accolades include the ASQ Crosby Medal, Shingo Publication Award, Global Power Leader for Innovation and Coaching, Most Inspiring Thought Leader Award, and the Axiom Best Business Book Award, among others.

Dr. Dalal holds certifications in Data Science, Six Sigma Black Belt, Executive Coaching, and Lean Excellence. He earned a doctorate in Business Administration and is pursuing a Doctorate in Science, along with master's degrees in engineering management and mechanical engineering.

Peg Pennington – Wednesday Keynote

Wednesday, July 23, 2025, 10 am ET

The Silver Bullet: Using Great Processes to Solve Great Challenges

In a world of increasing complexity – shortened lead times, global competition, and increased regulation – we arguably should expect more system failures, or system "accidents." In this presentation, Pennington focuses on how operationally excellent companies respond to system complexity to build sustainable, high-quality and robust processes that not only meet but exceed customer expectations. Attendees will walk away with a comprehensive picture of the unique role the lean management system plays in reducing complexity.

About the Speaker

Peg Pennington champions critical thinking and problem-solving as essential skills for all organizations. With over two decades of experience, she is a dedicated team builder and a passionate advocate for fostering a culture of innovation. Currently serving on the board of directors at LEI (The Lean Enterprise Institute), Peg actively contributes to conducting research and disseminating practical information that advances lean thinking and practices. In her role as an educator and process improvement thought leader at MoreSteam, Peg works closely with global clients to instill a continuous improvement mindset and ignite a passion for problem-solving.

Before her tenure with MoreSteam's executive team, Peg held the position of Executive Director at the Center for Operational Excellence. There, she was instrumental in developing the Master of Business Operational Excellence (MBOE) program and setting high standards for Lean Six Sigma certification in line with industry norms. Peg also imparted her knowledge as an instructor in both the MBOE and MBA programs at Ohio State's Fisher College of Business.
She has a bachelor's degree in finance from Michigan State University and an MBA from the University of Dayton.

Dr. Nicole Radziwill – Thursday Keynote

Thursday, July 24, 2025, 10 am ET

Navigating the Invisible Forces that Drive Successful Teams

Every workplace has an invisible "operating system" of unspoken norms, psychological histories, and power dynamics that determine team success more than any formal process.

Traditional management and collaboration strategies ignore the fundamental truth that unacknowledged differences in openness, engagement preferences, and work expectations create invisible tensions that formal processes can't resolve. Rather than trying to force people, process, and technology to align, we show how AI can illuminate how "fitness for purpose" and natural variation within and between people can transform engagement and performance in your organization.

About the Speaker

Nicole Radziwill, PhD, MBA is Chief Data Scientist for team-x.ai, fractional CTO/CDAIO for multiple clients through Qzuku and IQ Labs, Academician in the International Academy of Quality (IAQ) and a Fellow of the American Society for Quality (ASQ). She is an ASQ Certified Six Sigma Black Belt (CSSBB) and ASQ Certified Manager of Quality & Organizational Excellence (CMQ/OE). She is the author of Connected, Intelligent, Automated: The Definitive Guide to Digital Transformation and Quality 4.0 and Data, Strategy, Culture & Power. Connect with her on LinkedIn.