



2025-28

# ASQ STRATEGIC PLAN

*Uniting and Leading the Global Quality Community*

## MISSION

ASQ is a **global community** collaborating to advance excellence through quality.

## VISION

Enhancing lives through quality for a **better tomorrow**.

## VALUES

- **Integrity and professionalism** in all we do
- **Lifelong learning**
- **Community of belonging**
- **Dedicated to excellence**
- **Champions of continuous improvement**

In today's dynamic and rapidly advancing world, excellence is the foundation that drives progress and innovation. ASQ—as **the only global community** dedicated to championing quality—stands at the forefront of this movement, **uniting and leading** professionals with a shared purpose: to elevate quality practices that shape industries and transform the future.

ASQ's 2025-2028 strategic plan sets a bold course for the next four years. We are committed to **enriching member experiences**, reinforcing our position as a **global quality leader**, and **raising awareness of the vital role quality plays** in driving lasting business success.

Guided by **five core values**, which have long been the foundation of our work, we will continue to serve as a trusted partner and visionary leader. These values reflect our unwavering commitment to advancing quality, innovation, and excellence in everything we do.

# MEMBER EXPERIENCES

## OBJECTIVES

- Provide **content and resources** to meet the members where they are.
- Elevate **recognition** to drive loyalty.
- Prioritize opportunities for the broader population, especially young professionals, to hone their **leadership skills**.
- Foster a **collaborative** environment.

Our community connects diverse quality professionals to learn, lead, and belong.

Members are the lifeblood of ASQ. Not only are they who we are, but they are also our why. As we grow, we must continue to build a community where everyone we engage with – whether formal Members, clients, prospective members, event attendees, and others – feels a **sense of belonging, partnership, and growth**.

To do this, we will meet Members where they are with best-in-class content and resources that will get them to where they want to be. We will proactively deliver value-enhancing learning solutions rather than wait for Members to come to us with their needs, challenges, or opportunities.

Finally, we will continue cultivating our community by creating more opportunities to recognize and celebrate Members' contributions to ASQ and the quality profession. We will place a special emphasis on nurturing the young professionals who represent the next generation of quality leaders.





# LEAD IN QUALITY

## OBJECTIVES

- Enhance publication, engage target audiences, and establish **thought leadership**.
- Expand **credibility and brand awareness** of ASQ certifications.
- Develop and deliver **relevant education and training**.
- Execute **impactful events** that foster meaningful connections, drive awareness, and position ASQ as a key influencer.
- Leverage market research to create **new value streams**.

ASQ will develop and deliver products and services to grow thought leadership.

For nearly 80 years, ASQ has served as the pre-eminent advocate for the importance of quality to professional success. Our products and services provide a seamless path toward career advancement and continuous improvement. These offerings are also the vehicle by which we introduce quality practices and topics to the next generation of leaders.

As more professionals, organizations, and industries command innovation, demand for ASQ’s products and services will grow. We must not only respond to but also anticipate the challenges of tomorrow so that we can equip individuals and organizations for success today.

Through our events, certifications, educational offerings, publications, and other resources, we have the unique opportunity to lead the conversation around quality, set industry benchmarks, and blaze new trails. **ASQ is where the brightest minds come together to create a bold future.**

*2024 ASQ medalists and award recipients on stage at the World Conference on Quality and Improvement.*



# OUTREACH & AWARENESS

## OBJECTIVES

- Let people know **who** we are, **what** we do, and **why**.
- **Collaborate** with media and industry leaders.
- Nurture **global connections**.
- Cultivate strategic **partnerships** with complementary organizations across industries.

Engage media and industry leaders to expand awareness of the value of quality across the globe.

ASQ will seek to drive broad awareness of who we are, what we do, and why our work matters.

As a community that encompasses all industries and tackles challenges faced by organizations both big and small, it is no small task to communicate the need for our work and the impact that our community has. **We must continue advocating for the relevance of quality to the organizational needs and opportunities of today and tomorrow.**

To raise awareness, partnership is crucial. We will work to cultivate relationships—with media, across industries, and around the globe—that will allow us and our partners to achieve shared business goals. In this way, we will expand our reach as a trusted expert and leader when it comes to all things related to quality.





# SHARE YOUR BRIGHT MIND



## THE FUTURE NEEDS ASQ

There is endless opportunity to innovate new solutions to emerging challenges, and the ASQ community must be ready to answer the call. By rooting our work in this strategic plan, ASQ will power career advancement and organizational success around the globe.

**Together, we can embrace the possibilities of a brighter future.**



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