



WORLD
QUALITY
MONTH

2025

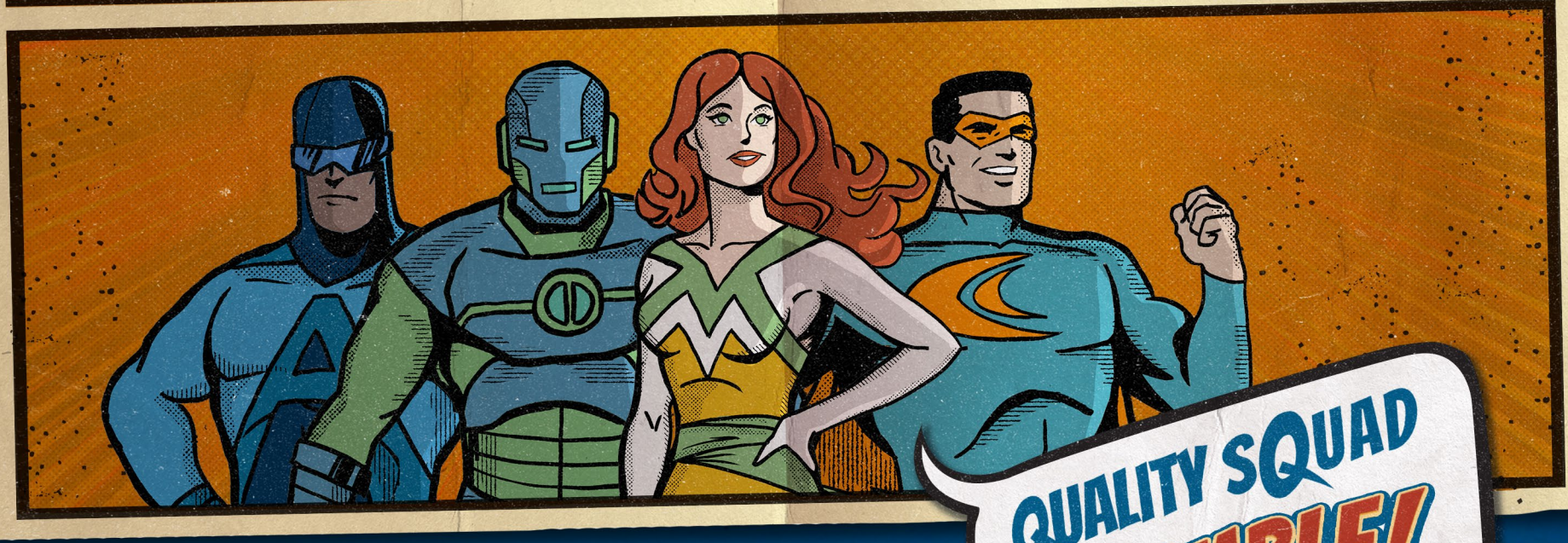
**QUALITY
SQUAD**

THE RISE OF THE QUALITY SQUAD!

ACROSS THE CORPORATE LANDSCAPE, A THREAT LOOMS...

THE DREADED INEFFICIENCY EMPEROR HAS AWAKENED FROM HIS SLUMBER,
DISPATCHING HIS THREE MOST DANGEROUS LIEUTENANTS—**DR. DEFECT,**
THE CHAOS COMMANDER, AND **PROFESSOR PROCRASTINATION**—TO WREAK
HAVOC ON ORGANIZATIONS EVERYWHERE.



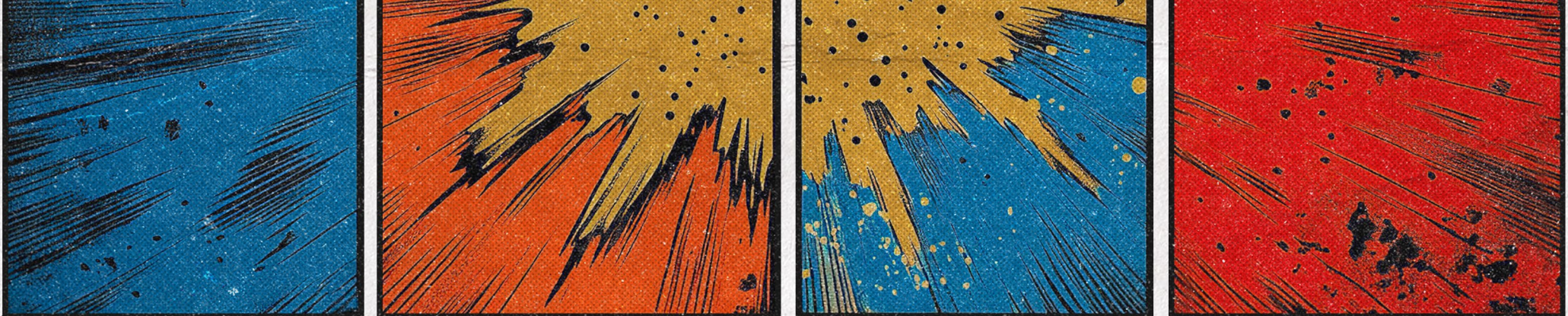


**QUALITY SQUAD
ASSEMBLE!**

BUT HOPE IS NOT LOST!

FOUR LEGENDARY QUALITY HEROES HAVE ASSEMBLED TO FIGHT BACK. THE QUALITY SQUAD NEEDS YOUR HELP TO GATHER THE TOOLS, KNOWLEDGE, AND ALLIES NECESSARY TO DEFEAT THE ULTIMATE ENEMY OF EXCELLENCE.

YOUR ROLE IS TO GATHER THE TROOPS, FIND YOUR QUALITY HEROES, AND BUILD OUT YOUR QUALITY COMMAND CENTER BECAUSE **SOMETHING BIG IS COMING**. EACH WEEK WORK WITH A HERO, GAIN THEIR RESPECT, ADD THEIR PANEL TO THE CENTER, AND ASSEMBLE WHEN NEEDED.



DISCOVER QUALITY SUPERPOWERS

THROUGH CHALLENGES AND MISSIONS,
UNLOCK YOUR HIDDEN POTENTIAL
IN ROOT CAUSE ANALYSIS, AUDITING,
MEASUREMENT, AND DOCUMENTATION.

LEARN DIRECTLY FROM CAPTAIN CAUSE,
THE AUDITOR, MISTRESS MEASURE,
AND DOCU-MENTOR, AS THEY SHARE
THEIR LEGENDARY TECHNIQUES.

COLLECT POWERFUL TOOLS AND
RESOURCES EACH WEEK TO POWER YOUR
ANTI-INEFFICIENCY ARSENAL.

COMPLETE MISSIONS TO UNLOCK EXCLUSIVE
FREEBIES, RESOURCES, AND RECOGNITION
AS A QUALITY SQUAD SUPERHERO.

EARN YOUR HERO STATUS



JOIN THE FIGHT AGAINST CHAOS AND INEFFICIENCY!

WE NEED YOU, TRUE BELIEVER!
ANSWER THE CALL TO EXCELLENCE!

RING
RING
RING



WILL YOU ANSWER THE CALL?

SHARE YOUR *SQUAD* GOALS!

USE THE HASHTAGS:

*#WORLDQUALITYMONTH2025 AND #ASQQUALITYSQUAD2025
ON YOUR SOCIAL PLATFORMS AND MY.ASQ.ORG*

JOIN THE QUALITY SQUAD

HERE'S HOW YOU CAN HELP!

DEFEAT THE INEFFICIENCY EMPEROR AND BECOME A QUALITY HERO THIS MONTH! ANSWER TRIVIA, COMPLETE MISSIONS, GATHER TOOLS, AND BUILD YOUR ANTI-INEFFICIENCY ARSENAL. USE THIS CALENDAR, FOLLOW ASQ'S SOCIAL MEDIA POSTS, AND VISIT ASQ.ORG/WQM FOR HELPFUL RESOURCES, FREE DOWNLOADABLES, AND ARSENAL PANELS. HAVE FUN, FLEX YOUR KNOWLEDGE, AND SHARE APPRECIATION FOR YOUR FELLOW QUALITY HEROES!

START YOUR QUALITY SQUAD CHECKLIST!

- ☐ CONNECT AND FOLLOW ASQ ON [LINKEDIN](#)
- ☐ FOLLOW ASQ ON [FACEBOOK](#) AND [INSTAGRAM](#)
- ☐ DOWNLOAD THE WQM HEROES GUIDE, PLUS WQM SOCIAL FRAMES AND COVER IMAGES
- ☐ GRAB YOUR WQM EMAIL SIGNATURE
- ☐ SHARE YOUR "SQUAD GOALS" ON YOUR SOCIAL PLATFORMS AND MY.ASQ.ORG USING THE HASHTAGS: [#WORLDQUALITYMONTH2025](#) AND [#ASQQUALITYSQUAD2025](#).



MON	TUE	WED	THU	FRI	SAT	SUN
			30 DOWNLOAD THE WQM HEROES GUIDE	31	1 QUALITY SQUAD ASSEMBLE!	2
3 TRIVIA	4 EARN PANEL	5 MISSION	6 ASQ MEMBER SPOTLIGHT	7 ASQ MEMBER SPOTLIGHT	8 ASQ MEMBER SPOTLIGHT	9 ASQ MEMBER SPOTLIGHT
10 TRIVIA	11 EARN PANEL	12 MISSION	13	14 ASQ MEMBER SPOTLIGHT	15	16 ASQ MEMBER SPOTLIGHT
17 TRIVIA	18 EARN PANEL	19 MISSION	20	21 ASQ MEMBER SPOTLIGHT	22	23
24 TRIVIA	25 EARN PANEL	26 MYASQ EXCLUSIVE MISSION	27	28	29	30 DEFEATED!

BONUS CHALLENGE!

DO YOU THINK YOU HAVE A KEEN EYE FOR DETAIL?

ARE YOU A MASTER OF CROSSED T'S AND DOTTED I'S?

DO YOU OFTEN BRAG ABOUT HOW YOU CAN SPOT A DEFECT FROM A MILE AWAY?

TO MAINTAIN OUR INTEGRITY, WE MUST ENSURE THIS GUIDE IS ERROR-FREE. IF YOU FIND A DESIGN CONTINUITY ERROR* WITHIN THESE PAGES, PLEASE INFORM OUR STAFF RIGHT AWAY. EMAIL OUR EDITOR: HCOLLINS@ASQ.ORG. WE WILL SEND YOU A SPECIAL "KNOW" PRIZE GRAPHIC TO POST ON SOCIAL AND BRANDISH YOUR QUALITY SKILLS!



*THERE IS ONE DESIGN CONTINUITY ERROR! YOUR HINT IS IN THE ERROR NAME: "DESIGN CONTINUITY." SEE IF YOU CAN FIND IT!