

# WHY BECOME A CERTIFIED QUALITY IMPROVEMENT ASSOCIATE?

**As a Certified Quality Improvement Associate (CQIA)** you will have a basic knowledge of quality tools and their uses and be involved in quality improvement projects, but will not necessarily come from a traditional quality area.

Those new to quality, process leader practitioners, and those who support the practice of business excellence would benefit from formal recognition of proficiency on the fundamentals of quality and process improvement.

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## What Are the Core Competencies of a CQIA?

- Describe key events in the evolution of quality.
- Identify and describe the key components of total quality management (TQM) and understand how organizations approach TQM deployment.
- Differentiate between the TQM philosophies of six quality experts and two quality approaches: Six Sigma and the Baldrige program.
- Know the role of process management in TQM and the interrelationship of processes and systems.
- Recognize how basic quality tools can be used to help improve processes.
- Define different quality concepts related to quality evolution, TQM, process management, and the basic quality tools.
- Understand the importance of the customer-supplier relationship and team roles and responsibilities.

## What Is the Value to Your Company?

- Employees with a foundational understanding of quality tools and their use will be better prepared to lead and participate in improvement initiatives.
- Cost reduction. When applied consistently over time, quality can reduce costs throughout an organization, especially in the areas of scrap, rework, field service, and warranty cost.
- Increase team-based output. Over time, increased emphasis on team roles and types can drive increased quality and efficiency in team projects.
- Better supplier/customer relations. Understanding and implementing tools for gaining customer feedback can improve the quality of the product/service and help enhance a long-term customer-supplier relationship.

## What Is the Value to You?

- Improved skill set qualifies you for more positions within modern business environments.
- Becoming certified as a CQIA may be viewed as the first step toward qualifying for other ASQ certifications.
- Excellent foundational understanding of quality concepts for recent college graduates or people switching industries or joining the quality workforce for the first time.



## Qualifications and Requirements for CQIA Certification

Candidates must have two years of work experience, an associate's degree, or two years of equivalent higher education.

## Recertification Required?

No, the CQIA is a lifetime certification.

## CQIA Learning Resources and Certification Preparation

- Quality 101 (online learning)
- *The Certified Quality Improvement Associate Handbook*

## How to Enroll for Certification

Visit [asq.org/cert](http://asq.org/cert)

# MARKETPLACE INFORMATION

### COMMON JOB FUNCTIONS

Administrative/Coordinator
Analyst
Associate
Consultant
Improvement Specialist
Inspector Manager
Operator
Project Manager
Supervisor
Technician

### COMMON INDUSTRIES

Education
Energy
Government
Healthcare
Information Technology
Manufacturing
Military
Pharmaceutical
Retail
Service
Transportation

## Key Market Trends

- Certified Quality Improvement Associates are always in demand: Businesses need to trim their budgets while delivering a satisfactory product on time. Job prospects are best for those with certification and related work experience.
- Experts have estimated that cost of poor quality (COPQ) typically amounts to 5-30 percent of gross sales for manufacturing and service companies. Independent studies reveal that COPQ costs companies millions of dollars each year, and its reduction can transform marginally successful companies into profitable ones.