

JUNE-2015

EXECUTIVE VIEW OF QUALITY

Presented to: ASQ

Paul Strasser

President and CEO

ppc our company



ppc our focus



We provide superior quality and always deliver on our promises

- Paul Strasser, CEO

PPC is ever mindful to be at the forefront of Sustainability and Technical Innovation in our key customer markets of:

- Energy
- Environment
- Public Safety
- National Security
- Financial
- Regulatory Compliance

PPC is a mature, mid-size business with proven and certified business processes







ppc our business focus



& Energy Management & Environmental Consulting

Energy Management Planning

Facilities Monitoring, Management, and Reporting

Energy Cost and Use Reduction Strategies and Training

Regulatory Compliance

Program Technical Support



Records & Knowledge Management

Knowledge Management

Records Management

Taxonomy Development

Content Management

Document Management



Information
Systems Development
& Integration

System Architecture, Design, and Requirements Analysis

Infrastructure Optimization Services

Comprehensive Cloud Realization

Application Development (CMMI Level 3, Agile)

Data Management & Visualization



Cyber Security & Information Assurance

Regulatory Review and Guidance

Lifecycle Support of Security Technologies

Information Reliance Consulting

Risk Management and Threat Diagnosis and Analysis

> Authentication and Accreditation



- <u>Discussion Purpose</u>: To provide a "quality perspective from an executive viewpoint ("from the top of an organization") based on personal experience
- <u>Discussion Goal:</u> to be somewhat provocative, offer insight, and generate discussion
- During this discussion, the words Quality Management (QM), Quality Assurance (QA), and Quality Control (QC) may be used interchangeably or may be referred to simply as "quality"
 - It is understood that QM, QA, & QC are different disciplines
- This discussion is not focused on Process Improvement, per se
- Let's have fun!



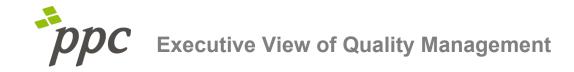
Background and Experience with Quality Frameworks

Personal Experience:

- Survived 30+ Years of Multiple External and Internal Audits
- Implemented or was Executive Sponsor of several CMM/CMMI Level 3/4/5 and ISO Audits
- Implementation organizations ranged from 25 to 1000+ people
- Most "quality" work performed with "home-grown tools" although also included tools such as ProcessMax

Background Covers the Following Standards and Frameworks:

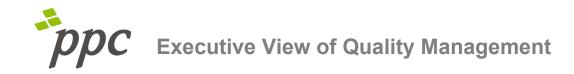
- Zero-Defects
- Total Quality Management (TQM)
- Continuous Process Improvement
- Military Standards (Mil-Standards or Mil-Specs)
- IEEE and EIA Standards
- CMM/CMMI Levels 1-5
- ISO-9001, 20000, and 27001
- Also was involved in process improvement frameworks such as: Lean, Six Sigma, and Theory of Constraints (TOC)



What does the CEO or Board of Directors want from QA?

- <u>Remember</u>: Most businesses exist to provide needed products/services in return for shareholder profits
 - If more money is made, the business is generally deemed successful
- Given the above, Quality Assurance is viewed as a "necessary business expense"
- Executives will want to understand the "Quality Assurance expense" and wish to consider Return On Investment (ROI):
 - ROI = (Net Profit / Cost of Investment) x 100
 - Unfortunately, it is difficult to measure quality's direct effect on net profit
 - Often, the quality expense is determined by leadership in a more qualitatively manner
 - Quality Assurance may be connected to Productivity
 - Productivity enhancement is always viewed positively by executives but many times comes for the wrong reasons

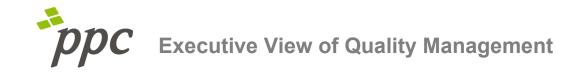
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How can QA be successfully implemented from an executive or organizational view?

- Quality needs to be strongly tied to Business Performance, Strategy, Goals,
 Objectives, and Action Plans, then demonstrated, and improved
- QA must demonstrate strong evidence to Customer Satisfaction and New or Follow-on Business Awards:
 - <u>Customer Satisfaction</u> examples: MTTF, MTBR, Problem Resolution rates, SW Defect rates, Cost and Schedule Variances, Scrap and Rework rates, Customer Satisfaction Survey scores, etc.
 - <u>New/FO Business Award</u> examples: Re-compete Win rates, Ability to bid on Request For Proposal (RFP) where requirements exist for ISO-9001/20000 or CMMI Level-3 exist, Proposal Evaluation Results, etc.

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How can QA be successfully implemented from an executive or organizational view? \sim (Continued) \sim

- Must be part of the culture of the organization and fully supported by leadership
 - Leaders may see QA as a checkmark/destination (see RFP example above)
 vice a "never-ending journey of value"
 - All personnel, including leadership, Quality Managers, and QA professionals need to see the value of quality via factual information (communicate results)
 - Performance Metrics, SMART (Specific, Measurable, Attainable, Relevant, and Time-bound) Goals, Burn-Down Charts, Customer Satisfaction Survey Results, PPQA Results, etc.
 - Demonstrating quality may be more difficult in non-routine services, as opposed to manufacturing or IT Service Delivery
 - Remember "Keep it Simple" (so that executives can understand ©)
- Remember the three elements of success (and cost): People, Process, & Tools
 - Process improvement is key success driver and is most desirable "investment" area for most leaders

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THANK YOU

Paul Strasse

President and CEO