



THE **ASQ**
GLOBAL
STATE OF
QUALITY

RESEARCH

**SPONSORSHIP
OPPORTUNITIES**

APQC®



ASQ
The Global Voice of Quality™

Unlocking Opportunities for Organizational Improvement

As organizations evolve, so too do stakeholder and customer expectations. They require responsive service along with high-quality and innovative products. Quality systems, frameworks, and processes can help organizations meet these requirements—providing not only superior products but also a positive customer experience, all while boosting your bottom line. An organization that has incorporated quality systems and processes into its strategy can experience millions in cost savings.

Implementing organizational improvement requires relevant information about the quality systems and processes within and across regions around the globe, and within industry, economic sectors, businesses, and enterprises. The ASQ Global State of Quality Research does just that—it helps organizations identify gaps and opportunities that can be leveraged to build a more quality-driven culture that enhances business performance.

ASQ is building upon its ambitious and successful 2013 Global State of Quality Research—the first ever view of the global quality landscape—that advanced the world’s understanding of and appreciation for what quality is and does in business and industry today, and what continuous improvement can mean for countries and communities tomorrow. The research provided vital benchmark data to industry leaders to compare and improve their quality and continuous improvement programs.

Advancing the Global State of Quality Research

ASQ is partnering with APQC to conduct the second iteration of the Global State of Quality Research. Combining the research qualities of APQC—an internationally recognized resource for process and performance improvement—and global quality leader ASQ, the Global State of Quality Research brings valuable insight into the processes and performance of quality and continuous improvement worldwide.

The quantitative and qualitative data will be revealed at the ASQ World Conference on Quality and Improvement in May 2016, in Milwaukee, WI, USA.

To successfully revitalize the data in authority, scope, and impact, we need the partnership and teamwork of the global quality community. This is **your** opportunity to join global organizations to ensure this research continues for the benefit of **your** quality program and quality worldwide.

Approach

The ASQ Global State of Quality provides a view of the practices and performance of quality and continuous improvement. Included is benchmark data to help organizations compare quality and continuous improvement advancements within industries, regions, and economic sectors. The survey will gather information from organizations that represent at least 80 percent of the global gross domestic product.

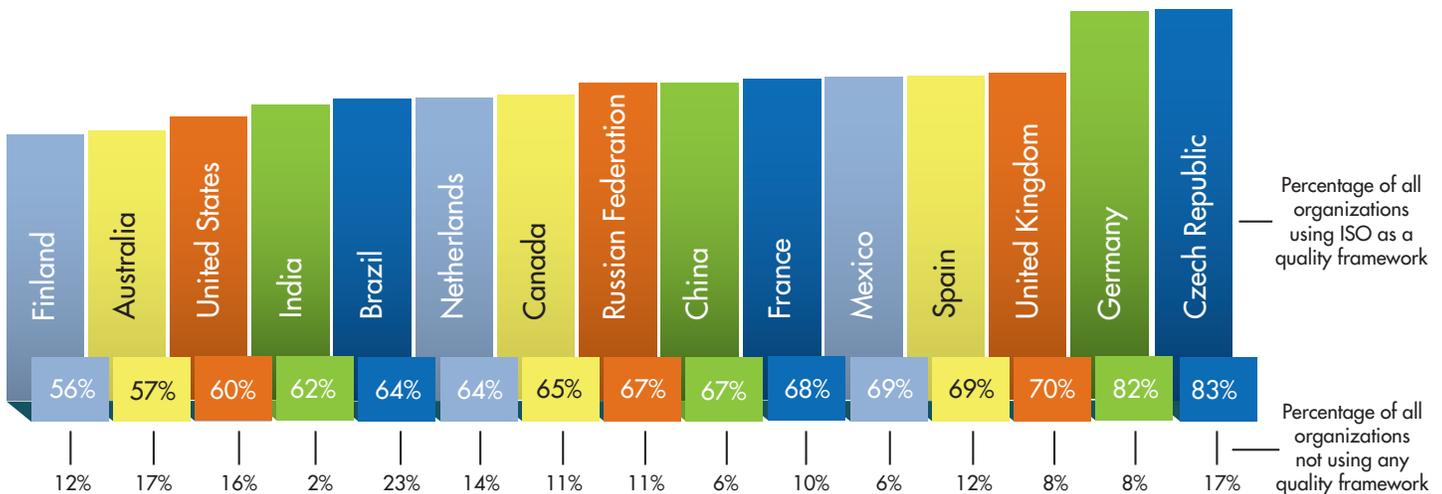
A FIRST LOOK AT THE GLOBAL STATE OF QUALITY

In 2013, leading companies and quality organizations from around the world supported ASQ and APQC in delivering the Global State of Quality Research. These sponsors were essential to the execution of the research project and established a baseline for the 2016 research.

Learn more about the 2013 research at globalstateofquality.org

Frequency of Reporting of Quality Measures

| | Annually | Quarterly | Monthly | Weekly | Daily | Ad Hoc |
|-----------------------|----------|-----------|---------|--------|-------|--------|
| Senior Executives | 26% | 34% | 27% | 4% | 2% | 5% |
| Divisional Leadership | 11% | 17% | 54% | 8% | 2% | 4% |
| Department | 7% | 9% | 51% | 19% | 7% | 4% |
| Leadership | 5% | 5% | 32% | 22% | 23% | 7% |
| Frontline Managers | 6% | 5% | 20% | 14% | 33% | 10% |



2013 Sponsors

Enterprise Members

Gold Sponsors: The Coca-Cola Company, Tata Sons Limited, Xerox Corporation

Silver Sponsors: Abbott Laboratories, CareFusion Corporation, Kraft Foods Group, Inc.

ASQ World Partners®

European Organization for Quality, Finnish Quality Association, German Society for Quality, Israel Society for Quality, Regional Program of Quality and Productivity, Slovenian Association for Quality and Excellence, The Chartered Quality Institute, The Portuguese Association for Quality

Global Quality Supporters

Czech Society for Quality, Performance Review Institute, Ukrainian Association for Quality

When will the results be available?

ASQ will present the results in May 2016 at the World Conference on Quality and Improvement in Milwaukee, WI, USA.

Research Highlights

| 2015 | Sponsors finalized | Research conducted |
|------|------------------------|--------------------------------|
| 2016 | Final report available | Customized reports distributed |

What can I do to become a sponsor?

For a project overview, and to learn more about sponsor benefits, please contact ASQ managing director Laurel Nelson-Rowe at lnelson-rowe@asq.org or at 1-800-248-1946, ext. 7433.

We are excited for your organization to be affiliated with the next phase of this global research study that will advance the world's understanding of what quality is and what it can do for businesses and communities worldwide.

We need your help to continue delivering this groundbreaking research to the quality community. With the potential to help world-class organizations around the globe, don't miss the opportunity for your brand to be a visible supporter of this monumental research!



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