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**Chartered Quality Institute**

The Chartered Quality Institute (CQI) was launched at the beginning of the year. Formally, the Institute of Quality Assurance, the launch, on 18<sup>th</sup> January in London, marked the granting of a Royal Charter. Speaking at the launch event, Sir David Brown, the new CQI president and the chairman of Motorola said, “We live in a connected world, more so than could ever have been conceived by our forebears who started the Institute 88 years ago. For any organisation to prosper in this information age, it has to have quality in its DNA. The CQI is here to make sure that everyone can achieve this aim.

You have to attend to everything, from concept to customer service. And you've got to get it right with every single customer - in this connected world the views of just one customer about whether or not you are a quality organisation can cascade to all of them.”

The award of the Royal Charter to the Institute of Quality Assurance is a recognition of the organisation’s dedication to innovation and continuous improvement. As well as the change in name the organisation is being repositioned and rebranded with a more determined approach to promoting quality. It believes that quality is fundamental to our lives and should be centre stage in every debate. Quality must begin with innovation and can only be achieved with care. The organisation needs to meet the challenges of the new global economy. Frank Steer, director general of the CQI said “Competition from countries such as India and China will beat western business if we try and compete on price or availability. We’ve got to win on quality and it has to be a board room issue.”

The CQI offers membership, education, training and networking opportunities. A number of resources are available to its members, such as publications and an information service. It can also help organisations identify credible and recognised consultants who can add value to the business.

The new logo (shown above), aims to convey innovation and care – the bracket shape indicating care and the freeform style indicating innovation. The colours are also important, the left hand ‘bracket’ is yellow signifying the sun with its life embracing properties and the right hand ‘bracket’ is green reflecting the CQI commitment to a sustainable future.

For further information on the CQI and for further details on Sir David’s speech visit [www.thecqi.org](http://www.thecqi.org)

**Balanced Scorecards**

There are many approaches that organisations can use to face the challenges identified by Sir David, possible one of the most useful is the Balanced Scorecard technique and might allow a fresh look at the way an organisation operates – Spring Cleaning! The Balance Scorecard technique can be viewed as a quality assurance tool but it is really a communication, informing and learning system. It is intended to help concatenate and to communicate strategy by aligning individual, organisational, business unit and cross-functional objectives to achieve common goals and mission. It enables organisations to clarify and quantify their vision and strategy and translate it into action. It provides common feedback route not only regarding external outcomes, but also about internal business processes in order to



continuously improve strategic performance and results. The Balanced Scorecard provides a framework of four perspectives on the business (financial, customer, learning & growth and internal business processes). Four questions associated with these perspectives needs to be addressed:

*Financial:* to achieve financial success - how should we satisfy our stakeholders?

*Customer:* to realise our vision - how should we satisfy our customer? Customer focus and customer satisfaction are important indicators

*Learning and growth:* to realise our vision - how will we manage change and continually improve? Understanding this perspective includes analysing employee training and corporate cultural attitudes related to both individual and corporate self-improvement

*Internal business processes:* to satisfy our stakeholders - what process should we excel at? This perspective refers to the key internal business (mission oriented and support) processes

These perspectives need to be described in terms of objectives, measures, targets and initiatives and the cause and effect and interrelationships between the various perspectives understood.

### A New Approach to Project Management

There are many courses available on Project Management and some excellent software for project control such as Microsoft Project, so why do so many projects fall behind schedule and overspend?

*Answer: Lack of Leadership and Conflicting Priorities*

Leading projects requires a range of skills from

- Allocating tasks
- Setting goals and objectives
- Maintaining motivation of the project team
- Dealing with the problem individuals
- Follow through and keeping track of progress
- Most importantly managing conflicting priorities

Two new courses are now available to help address these issues. **Project Doctor** – a strategic and systematic approach for senior managers to rationalise the active projects in a

company. **Project Leader** – this course equips the project manager with team skills to successfully lead project teams. For further information visit

[www.cotswoldhypnotherapy.com](http://www.cotswoldhypnotherapy.com)

### Davos

This year's annual meeting at the World Economic Forum in Davos, Switzerland had the "shifting power equation" as its central theme. The ISO was represented by Alan Bryden, the Secretary General and he was able to highlight some current changes that can contribute to addressing the global challenges. He declared, "International Standards can be the vehicle to disseminate good practices and to open world markets for energy efficient and clean technologies, thus ensuring that the ambitious national and regional policies currently being adopted are synergetic rather than fragmenting, or even creating new barriers to trade."

He ended by encouraging the global leaders to ensure that their countries and companies become even more engaged in developing and implementing International Standards, "ISO is the 'engine room' of positive globalisation, enabling best practice to be formulated and broadly promoted to contribute to the sustainable development of the planet".

For further information, visit [www.iso.ch](http://www.iso.ch)

### ISO Standards for Freight Containers

The ISO have recently released a new collection of the ISO standards that deal with freight containers. Over 30 International Standards exist in this area and they cover aspects such as air/surface containers, containers on board vessels, tank containers, platform and platform-based containers. The handbook includes the new ISO standards for 45-foot containers as well as those for 20 and 40 feet. The handbook is aimed at those working in the transport sector and should help ensure the safety, quality and usability of the containers that ship the goods around the world.

For further information visit [www.iso.ch](http://www.iso.ch)



## **Air Quality**

The UK government have recently published the latest statistics on air quality. Ben Bradshaw, Local Environment Minister, said “The latest air pollution data show mixed results, in part due to the heat wave that Europe experienced last July, which helped to produce high levels of ozone. Such heat waves are predicted to become more common because of climate change. Overall the air we breathe is cleaner today than anytime since before the industrial revolution. But nitrogen and particulates continue to be a problem in specific locations – usually associated with traffic emissions.”

Several air quality objectives have not been met in some areas including those on ozone and carbon monoxide, however, the data has not yet been formally ratified with final publication due in April.

For further information visit [www.gnn.co.uk](http://www.gnn.co.uk)

## **Consumer Direct Database**

The Office of Fair Trading manages a consumer rights advice service called Consumer Direct. An independent evaluation into the use of the Consumer Direct database by Local Authority Trading Standards Services (TSS) has been published recently. This report showed that the database:

- Was universally welcomed by TSS
- Gave national visibility of trader complaints
- Was used for search and analysis of trends in consumer detriment.

Christine Wade, OFT Assistant Chief Executive Consumer Advice and Trading Standards said: “This report highlights the enthusiasm of TTS for the Consumer Direct database, and the ways in which it has improved their service for consumers. It also shows how wide ranging evaluation of our work can help us further increase our positive impact and help us put resources into tackling areas of greatest consumer detriment.”

For further information visit [www.gnn.gov.uk](http://www.gnn.gov.uk)

## **Transition to ISO 17021:2006 for Certification Bodies**

Certification bodies have been given until 15 September 2008 to meet the ISO 17021: 2006 standard. This deadline has been set by IAF and the transition period is to allow the certification bodies to make any required changes to their procedures and identify any changes needed to their own quality management systems. The new standard *ISO/IEC 17021:2006 Conformity assessment –Requirements for the bodies providing audit and certification for management systems* is designed to increase confidence in management system certification. It also provides the option for the certification body to have its own quality management system based on ISO9001:2000 verified by the accreditation body.

For further information visit [www.iso.ch](http://www.iso.ch)

## **Obituary**

We are extremely sorry to announce the recent death of John Beal. John was a multi-media specialist and excellent at the highly skilled activity of producing e-learning (distance) learning products.

He was also responsible for providing support and management of major symposiums e.g Chief of the Air Staff conferences, Communication Information Systems Symposiums, Forensic Computing etc. Including the creation of CD presentations for delivery by the International Training Officer to such countries as the Middle East, Pacific Rim and USA. Also the production of Master CDs containing interactive presentations, tutorials and consolidation tests for training purposes and also selective content for complimentary issue to visiting dignitaries. John spent 33 years in the Royal Air Force as an avionic technician spending his last 7 years as the Quality Manager in a high tech software environment.

He was a member of the Tornado Engineering Development & Investigation Team responsible for defect investigation, in conjunction with the manufacturer, on receipt of a new fleet aircraft delivered into service.

John contribution to quality training cannot be understated and he will be greatly missed by all his colleagues.