

ASQ Strategic Direction - 2014 Strategic Plan

ASQ MISSION

To increase the use and impact of Quality in response to the diverse needs of the World.

ASQ VISION

By making quality a global priority, an organizational imperative and personal ethic, ASQ will become the community of choice for everyone who seeks quality concepts, technology, and tools to improve themselves and their world.

VALUES

Providing value to members of the community

People with passion and commitment

Innovation and quality

Teamwork and partnering

TRANSFORMATIONAL IMPERATIVES

- Customer Engagement – Providing Value to our Members and Enabling Their Success
 - Aligned, Empowered Leadership Throughout
 - Global Voice – More Singing the Song
 - Impact – Giving the Gift of Quality

OBJECTIVES

- 1) Increase Impact
- 2) Grow MoC
- 3) Grow Means
- 4) Improve Process & Operations
- 5) Improve Workforce Engagement

STRATEGIES

Increase the **Value of Being a Member** of the ASQ Community

Support ASQ Leadership in Their Efforts to Serve Members of the Community and ASQ's Mission

Make Global ASQ a Reality for the Benefit of All Members of the Community

Leverage Technology to Deliver an Ever Higher Level of Value to the Global Quality Community

Grow Ability to **Serve the Needs of Organizations** to Increase Their Use/Impact of Quality

Support the Use of Quality to make the World a Better Place. **The Gift of Quality.**

2014 Objectives & Level 1 Key Success Indicators (KSIs)

Objective 1 Increase Impact

Increase ASQ's impact, as measured by the Impact Focus monitoring system, by December 31, 2014.

KSIs

- Impressions Index
 - Citation Index
- Percent Influenced
- Percent Realizing Results

Objective 2 Grow MOC

Grow individual/organizational members and increase loyalty, as measured by the Customer Focus monitoring system, by December 31, 2014.

KSIs

- Percent Individual MoC Growth
- Percent Organizational MoC Growth
- Percent Individual Member Loyalty
- Percent Organizational Member Loyalty

Objective 3 Grow Means

Grow operating revenue, as measured by the Means Focus monitoring system by December 31, 2014.

KSIs

- Percent Operating Revenue Growth
- Return on Operating Revenue
 - Liquidity Ratio

Objective 4 Improve Process & Operations

Improve key work process and key project performance, as measured by the Operations Focus monitoring system, by December 31, 2014.

KSIs

- Percent of Key Work Processes Performing to Established Standards
 - Percent of Key Projects Meeting Plan Milestones

Objective 5 Improve Workforce Engagement

Improve employee and member leader engagement, as measured by the Workforce Focus monitoring system, by December 31, 2014.

KSIs

- Percent Employees Engaged
- Percent Member Leaders Engaged