



JUNE-2015

EXECUTIVE VIEW OF QUALITY

Presented to: ASQ

Paul Strasser
President and CEO



Founded in 1991, PPC is a recognized and responsible leader in innovative and cost-effective Technology and Management Solutions.

PPC has a multi-disciplinary team of technical and mission specialists solving complex challenges for Commercial clients and Federal and State government customers.

50% of all employees hold clearances

35% of all employees hold a Masters or higher degree

LOCATIONS

Corporate Headquarters
1760 Old Meadow Road
McLean, VA 22102

Western Region HQ
10501 Research Rd.,
Albuquerque, NM 87123



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



CMMIDEV / 3SM
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**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



- Discussion Purpose: To provide a “quality perspective from an executive viewpoint (“from the top of an organization”) based on personal experience
- Discussion Goal: 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?

- Remember: 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



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:
 - Customer Satisfaction examples: MTTF, MTBR, Problem Resolution rates, SW Defect rates, Cost and Schedule Variances, Scrap and Rework rates, Customer Satisfaction Survey scores, etc.
 - New/FO Business Award 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.

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

~(Continued)~

- 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



THANK YOU

Paul Strasser
President and CEO