${\it Price waterhouse Coopers}$

A Quality Journey





Who we are ...



Scale and Presence ...



in every corner of

the world.





Our revenues



Assurance 3% US\$15.1bn

Advisory 10% US\$10bn

8% US\$8.8bn

758 locations

> This year our global workforce reached its largest ever total of: 195,433







Corporate responsibility











600,000







Strong Branding ...









Brand Finance

Global





BSI Score 91.1

BSI Score 90.1









BSI Score 90.1

BSI Score 89.7

BSI Score 89.7

BSI Score 89.7









BSI Score 89.6

BSI Score 89.6

BSI Score 89.6

BSI Score 89.5





Defined purpose...

Build trust in society & solve important problems



Despite market presence, branding and quality ...



- Despite market presence, brand distinction and quality ...
 - We operate in a crowded space



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 - With lots of perceived substitutes



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 - And we have little in the way of a 'burning platform" for undertaking MASSIVE improvement projects



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Driving Quality



Our Quality Journey

How can we be distinctive in a highly competitive and regulated industry?



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- How can we drive a major quality initiative inside a high quality organization?



Our Quality Journey

- How can we be distinctive in a highly competitive and regulated industry?
- How can we drive a major quality initiative inside a high quality organization?
- How can we measure benefits?



Approach

- Assess what our rationale, business case and level of commitment are
- Build out an improvement opportunities road map
- Link initiatives to strategy
- Rethink everything
- Try anything



• Quality is easy to rally people around.



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- Look WAY beyond core competencies in building strategy.



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- Look WAY beyond core competencies in building strategy.
- Innovation dies without managing performers AND producers.
- Quality focus drives culture.

