

2019 World Conference on Quality and Improvement

THEME Leading Change

Change has always been constant, but in today's digital landscape the pace of change is accelerating at a faster and faster rate. This creates both challenges and opportunities for organizations and for the quality profession at large. There are those who will meet these challenges and opportunities proactively and others who will wait and be forced to be reactive in their response. Within this dynamic is the opportunity for quality professionals to lead their organizations through the changes that each is destined to go through. The future is NOW, and both organizations and individuals have a choice to either lead the change it is bringing or be led by the change that occurs. It is within these disruptive conditions that ASQ invites you to Fort Worth for the 73rd hosting of the World Conference on Quality and Improvement.

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Each year, thousands gather at this premier quality event to share best practices, expand their network, and further develop their professional growth. The body of tools, techniques, and methods that quality encompasses is ever growing, and the digital transformation of today is filled with opportunity to expand the development of new approaches that will affect how quality principles are applied tomorrow. ASQ is developing the technical program for the 2019 conference and is looking specifically for presentations that can integrate this theme with one or more of the focus areas outlined below. We invite you to share your **innovative methods**, **tested solutions**, and **proven results** with an audience representing a wide array of countries, backgrounds, and industries. To learn more and submit a proposal, please visit asq.org/wcqi/.

FOCUS AREAS

- **The Future of Quality:** Digital Transformation, The Fourth Industrial Revolution, and Industry 4.0 are all terms used to describe the changes that disruptive technologies are bringing to the workplace, the workforce, and the markets organizations serve. The topic is central to a growing conversation, but it is a conversation that seldom (if ever) looks at the topic through the lens of quality. The sessions in this area of focus examine the effects disruptive technologies are having on the quality function and on the quality profession as a whole. They offer a quality perspective on topics related (but not limited) to areas such as:

  - Big data
  - Data analytics
  - Data management
  - Cybersecurity
  - Artificial intelligence
  - Smart manufacturing
  - The internet of things
  - Applying the agile framework in nonsoftware development settings



- **Managing Change**: Today's ever-changing landscape of disruption and transformation requires organizations to change and constantly challenge past practices. Sessions in this area of focus may cover topics such as:

  - Resistance to change; approaches to shorten the change curve to move from resistance to improvement
  - Conflict resolution
  - Change management
  - Sustaining results in environments of continual change
  - Leading change in a multigenerational workforce
  - Planning and implementing change

- **Building and Sustaining a Culture of Quality**: The use of quality has long since expanded beyond the efforts of traditional quality professionals. This evolution has extended beyond the quality department, has been driven throughout entire businesses, and has spread much beyond its manufacturing roots. However, many remain faced with the challenge of developing work environments where quality is everybody's job. The sessions in this area of focus address the struggle of how to build a culture in which the application of quality tools, techniques, and methods expands beyond special projects or departments and evolves into the standard way work gets done. They will focus on topics such as:

  - Sustaining results
  - Foundational quality (the basics needed to build a strong foundation)
  - Organizational process improvement – knocking down silos
  - The human side of quality
    - Leadership
    - Communication
    - Building consensus/Getting buy-in
    - Behavior-based quality

- **Quality Basics**: The fundamentals of quality have not changed, but the environment and conditions in which they are applied have. The technological advances of today and tomorrow have (and will) provide great opportunity for the application of quality to be expanded. These advances, however, also provide the chance to reexamine how the fundamental elements of quality tools, techniques, and approaches can be applied to changing environments, a changing workforce, and emerging challenges.

  - New application of basic quality tools
  - Continuous improvement
  - Total quality management (TQM) in the age of disruption; managing rapidly changing processes
  - Choosing the right tool/methodology for the right problem

- **Advanced Content Master's Series:** Sessions within this area are designed specifically for seasoned professionals who have a vast amount of experience in the quality profession. This area focuses on ADVANCED content designed to provide new, innovative, and unique insight and perspective to experienced practitioners and leaders. These sessions offer advanced content covering the more complex and intricate technical areas of the quality discipline. Areas of focus may include topics such as:
  - Current and future trends
  - Emerging practices
  - Advanced technical/applied/statistical tools