



2018 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

APRIL 30 – MAY 2, 2018 | SEATTLE, WA



2018 World Conference on Quality and Improvement

THEME

The Innovation of YOU

The act of innovating is defined as “the introduction of new things or methods.” Innovation itself is neither a new concept nor a new practice, but the demand for innovation in the workplace has shifted dramatically. Out-of-the-box thinking, paradigm shifts, and challenging the status quo are all efforts that organizations have embraced for decades to gain advantage. However, today’s exponential pace of change has shifted innovation from a practice that brings advantage to a practice that is required just to keep up. This mandate exists both for organizations as a whole and for the individuals that work within them. At a professional level, the innovation of one’s self can only be fully realized through the embracing of change, the acceptance of its inevitability, and the acknowledgement that a faster future is already here. 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 Seattle for the 72nd hosting of the World Conference on Quality and Improvement and the next step in becoming a more innovative YOU!

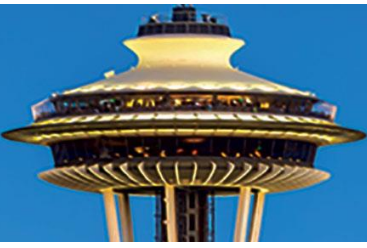
LEARN * CONNECT * ENGAGE * INSPIRE

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 2018 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 an array of countries, backgrounds and industries. To learn more and submit a proposal, please visit <http://asq.org/wcqi/>.

FOCUS AREAS

➤ **Quality 4.0: The Future of Quality Starts Here** – 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. It is a topic that 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
- Cyber Security
- Artificial Intelligence
- The Internet of Things
- The Future of Quality



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- **Risk and Change** – The challenges of today bring with them uncertainty and increased sensitivity to risk. Navigating this risk within an ever-changing landscape of disruption and transformation also requires organizations to change and constantly challenge past practices. Sessions in this area of focus may cover topics such as:

- Identifying and assessing risk
- Managing risk; innovative approaches to mitigate risk
- Resistance to change; approaches to shorten the change curve to move from resistance to improvement
- Moving data to action and action to results

FOCUS AREAS (Cont'd)

- **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,” been driven throughout entire businesses, and spread much beyond its manufacturing roots. However, many remain faced with the challenge of developing work environments in which “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 by which work gets done. They will focus on topics such as:

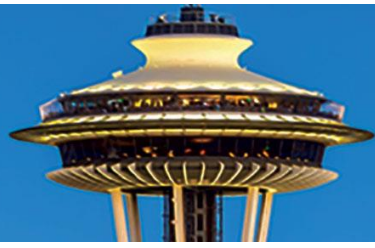
- Sustaining Results
- Foundational Quality – the basics needed to build a strong foundation
- Organizational Process Improvement – knocking down silos
- The Human Side of Quality
 - Leadership
 - Communication
 - Building Consensus/Getting Buy-in

- **Quality Fundamentals in the Digital Age** – 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. However these advances 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 in the Digital Age
- Total Quality Management – TQM in the age of disruption; managing rapidly-changing processes

- **Master’s Series** – Sessions within this area of focus explore Quality methodologies, tools, and techniques from the perspective of the seasoned professional and 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



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- Emerging Practices
- Advanced Technical/Applied/Statistical Tools