



## Theme and Focus Areas

### Theme

#### **Grow Your Influence:**

In the Profession, Through the Organization and Around the World

ASQ's World Conference on Quality and Improvement has a 70-year tradition of educating, engaging, connecting, and inspiring leading professionals from around the globe. Each year thousands gather to share best practices, expand their network and further develop their professional growth. ASQ is now accepting proposals for the technical program of the 2017 conference and has identified the theme of next year's event to be **Grow Your Influence**. The theme was chosen as a way of centering on current and future business leaders and the growth they seek to better influence the work they do, organizations they work for, and lives they lead. The body of tools, techniques, and methods that aid in this is ever growing and ASQ is seeking to fill the technical program of the conference with sessions and thought leaders that best demonstrate the successes, tested solutions, and proven results these disciplines can bring.

Whether it is called quality, continuous improvement, organizational excellence or the like, ASQ is looking specifically for presentations that can integrate the conference theme with one or more of the focus areas outlined below. To learn more and submit your proposal, please visit [asq.org/wcqi/](http://asq.org/wcqi/).

### FOCUS AREAS

- **Risk and Change**
  - 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
- **Quality Fundamentals**
  - Practical application and technical implementation of quality tools, methodologies, and techniques
  - The power and impact received through the use of basic quality tools
  - New applications of basic quality tools
  - Producing results
- **Focus on the Customer**
  - Voice of the customer
  - Customer experience
  - Customer satisfaction
  - Customer loyalty
- **Quality as a Competitive Advantage**
  - Quality to drive profitability



# 2017 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

MAY 1 – 3, 2017 | CHARLOTTE, NC

- Data-driven decision making
- Trending and predictive analytics
- Effective business metrics to measure quality
  
- **Operational Excellence**
  - Innovation
  - Leadership
  - Culture of Quality
  - Employee engagement