

Quality Applied and Business Growth

José Esteban Prieto ¹

I. History of Quality

The Forefathers

Ishikawa, Japan

W. Edwards Deming, USA

Walter A. Shewhart USA

Joseph Juran,

Romania USA Malcolm Baldrige, USA

II. Evolution of Quality

QC100 introduced in 1986 as qualitative model

The transition to quantitative assessment

(Quality Parametric)

The involvement of companies

III. Professional & Business Experience

Worked with companies from over 100 countries

Quality Awareness, self assessment

The implosion of opportunities

How creativity overtook and exceeded the norm

IV. Criteria for Improvement

Precision is refined and improved through implementation of Quality

Oriented towards the development of innovation

Participation creates new projects and teams

“I am not a film critic”

I don't offer critiques of quality, but participate in improving it.

V. How to measure Quality

Tangibles Intangibles OKR (Objectives and Key Results)

The best ROI (Return on Investment), where to focus attention

Universal concept of “the customer”.

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