

**Higher Quality**

**Simple instructions to improve quality in any process**

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| Steps to Improve Quality | 1. ***Set a Quality Improvement Goal***
 | 1. ***Baseline Quality***
 | 1. ***ID Root Cause of Quality Concern***
 | 1. ***Fix the Root Cause***
 | 1. ***Schedule Next Round***
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| *Question* | ***What is our most important quality measure?*** | ***How good is our quality?*** | ***What are the top quality concerns?***“When quality concerns arise, guessing at the cause doesn’t works. A root cause approach is necessary to ensure the quality concern doesn't re-occur.” Kevin Hunter, Quality Enthusiast | ***Who is going to fix the root cause and by when?*** | ***What is the next quality concern we want to address?*** |
| *Activity* | 1. Define quality metric(s) and approach to measure it.
 | 1. Select someone to go measure your quality metric.
2. Grab a calculator and add up the impact of the quality concern.
 | 1. Organize a team related to the problem. Ask them to complete the 5-Why Exercise. The 5-Why Exercise is the practice of simply asking, five times, why the quality problem has occurred in order to get to the root causes.

 *An example:*Top donors are giving less money to us each year:* 1. Why are top donors giving less money to our nonprofit? Because we reduced the number of donor contacts encouraging them to give.
	2. Why did we reduce the number of proactive donor contacts? Because we had less time to put into donor contacts.
	3. Why didn’t we put more time into proactive donor contacts? Because our donor contact people worked on other priorities.
	4. Why wasn’t contacting our best donors a priority? Because we decided to mass market to everyone.
	5. Why didn’t we target market our best donors? Because we keep a list of the 20% of our donors who give us 80% of our revenue.
 | 1. Ask the team who discovered the root cause to:
2. brainstorm solutions
3. prioritize & select the best solution
4. install solution & verify it addressed quality concern – if quality concern is still occurring re-do 5-Why Exercise
5. celebrate & recognize contributions once root cause is addressed
 | * Select the next quality concern to address.
* Update related standard operating procedures
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| *Tools/Templates* | * **Voice of the Customer**
* **Mistake Proof training**
 | * **Pareto Chart**
 | * **5-Why Exercise**
 | * **Standard Operating Procedure**
 | * **Voice of the Customer**
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