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**TITLE:**

**--- “The yesterday, today and tomorrow plant”-----**

**ABSTRACT**

**Those of you who are gardeners will know the familiar small to large bush that flowers frequently from spring to autumn with white and blue flowers. In a way the concepts of quality have been the same, multi coloured, rapid growth, the pinnacle of perfection than rapid die back as new “flowers” [tools, techniques and quackery] come along.**

**While the quality movement worldwide has gained traction in the past 80 plus years and we certainly have the word quality entrenched in many disciplines today from medicine, food, education through to healthcare, aviation, social sciences and yes, even engineering! The words are often there, the Unit Standards in many disciplines, even the current moves to Integrated Management Standards, yet still there is that general misunderstanding among all stakeholders that “quality” is a word that on its own is meaningless. We have – generally – failed to have the world understand that quality means different things to different people.**

**How are we going to ensure that the next generations of Business owners and Government see that Tools and Techniques of Business Management use quality management principles in the total business, not just manufacturing or service provision? These concepts will be explored as part of our strategy in NZOQ and are highlighted in the paper. They are also a must for every conference attendee; your business must constantly deliver the concepts of quality management in every area, department and through every employee.**

**We also still have much to do to educate the customer in their understanding that quality for them is “Value for Money”.**



**There will be a little reflection on the past 35 years since the Author's first Presidency, but only to stress that because so much has gone around we still have not really implanted the will and endeavour of business to embrace quality principles across the whole business spectrum. There will be some gauntlets thrown down as a challenge to stakeholders; the next 35 years is with us now and we need to act. We cannot live in cocoons of ---"you do quality, I do environment and someone else does OSH"----- There are ways of spreading the word; what are you going to do about it?**