

# DESCRIBING QUALITY



Quality is more than "everybody's business" and here is how to describe it

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## Q QUESTION

Everything:

- What do our customers want
- Why do we do it this way
- Who do I tell when something goes wrong
- Where do I find the information I need



## U UNDERSTAND

What our customers want  
Who our internal and external stakeholders are and what they need  
How to best communicate with people  
How to exceed customers expectations

yes

## A ALLOW

Customers opportunities to tell us what they need  
Mistakes - and always learn from them  
People to try new things - new ideas lead to opportunities and improvements

## L LISTEN

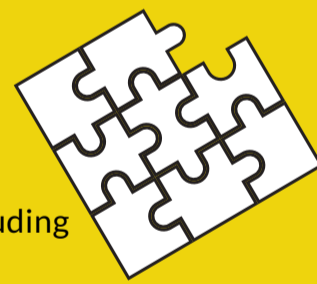
To what our customers tell us  
When people complain or give positive feedback  
To the problems and frustrations of the team



AND WORK TO MAKE THINGS BETTER

## I INTEGRATE

Our customers needs into our systems  
Great customer service into everything we do, including when we deal with each other



## T TALK

To our customers about what they want and how we are doing  
To each other about whats working and whats not  
To our managers when we need help  
To our stakeholders to make sure we are doing a good job



## Y YOU

Always provide great customer service  
Always look for opportunities to do and be better  
Help your team when they need it  
Tell someone when things go wrong

**NEED HELP TO EMBED AN AUDITMINDSET?**

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**YOU  
+ ME  
= WE**