



**Quality Standards and CPD for
clients and advisers**

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Quality Marks for clients and advisers

- Why are they important?
- Who benefits from them?
- How do we decide what is necessary or appropriate?
- What are the primary reasons for implementing them?
- How much time and resource will be required?
- Are the benefits real or anecdotal?

Starts with Quality Management Systems

- Quality management system (QMS) standards establish a framework for how a business manages its key processes. They can help whether your business offers products or services and regardless of your size or industry. They can also help new businesses start off on the right foot by ensuring processes meet recognised standards, clarifying business objectives and avoiding expensive mistakes.

Quality Management Systems

To achieve a standard you'll first need to implement a QMS.

Implementing a QMS can help your business to:

- achieve greater consistency in the activities involved in providing products or services
- reduce expensive mistakes
- increase efficiency by improving use of time and resources
- improve customer satisfaction
- market your business more effectively
- exploit new market sectors and territories
- manage growth more effectively by making it easier to integrate new employees
- constantly improve your products, processes and systems

Quality Marks for clients

- Once a QMS is in place in your client's business they can then go through a process of assessment against one of the many quality standards and thereby achieve a quality mark.
- Many large businesses and public sector organisations require suppliers to have achieved quality marks and standards before doing business with them
- There are standards to help you achieve best practice in a wide range of business activities as well as quality management. These include health and safety, environmental and information management standards.

Quality Standards

- Standards can help you ensure your products, services or business systems meet fixed specifications or quality benchmarks.
- Their use is voluntary, but can bring a range of business benefits. They can help you:
- build or grow the market for your products and services
- make sure products are compatible and interoperate with other related products
- boost credibility with customers and suppliers
- manage your business more effectively
- make the most of your innovations

Quality Standards

There are two main types of standard:

- technical standards, which consist of technical specifications or other precise criteria that ensure products, manufacturing processes and services meet fixed quality benchmarks
- management system standards which provide a framework for a business to manage its business processes and activities

Quality Standards

Are standards a legal requirement?

- No - standards are voluntary. But your client may need to meet certain standards to comply with particular legal requirements. For example, motorcycle helmets must conform to certain standards before they can be offered for sale in the UK.
- Your client is free to find another way to fulfil legal obligations - but meeting a standard is normally the best way of doing this.

Quality Standards

Who develops standards?

- There are many national standards bodies throughout the world. As the UK's national standards body, the British Standards Institution works closely with businesses, government, consumer and other groups to ensure that they get the standards that they need.
- In the UK, the Department for Business, Innovation & Skills (BIS) works closely with other organisations to provide a standards, testing and certification infrastructure.

Customer Service Quality Models

- Customer First is designed for all organisations in all sectors, the standard focuses on customer service and is a certification model.
- Customer Service Excellence (formerly Charter Mark) is the UK Government's national standard for excellence in customer service, originally designed for public sector organisations, now available to all sectors and organisations. The quality mark is valid for three years.

People Based Quality Models

- Investors in People is focused on staff management and development and requires an organisation to submit documentary evidence of its practice. The award is valid for three years.
- Investing in Volunteers is the UK quality standard for volunteer management. The award is valid for three years.

Procedural Quality Models

- ISO 9001 is orientated to the commercial world and is a family of standards that together make up a QMS. It focuses on the management processes not on the final product or service. It is internationally recognised and is required by most large organisations and governments of their suppliers. It is externally assessed.
- Matrix is a certification standard for organisations delivering information, advice and/or guidance on learning and work.

General Quality Models

- PQASSO was specifically designed for the voluntary and community sector. It encompasses all aspects of an organisation. PQASSO is a self-assessment model, but has an optional Quality Mark, awarded following a process of peer review and which lasts for three years.
- The European Foundation for Quality Management (EFQM) Excellence Model is an over-arching and challenging self-assessment framework for continuous improvement. It is designed for any organisation in any sector. External assessment and awards are also available.

The ISO 9000 Series

- The ISO 9000 series, which includes 9001 and 9004, is based around eight quality management principles that your clients should use as a framework for improvements to the business.
- This standard will become more and more important to your clients that wish to win business in the public sector
- Not just for large organisations, can be adapted for size and type

The ISO 9000 Series

- Customer focus - they must understand and fulfil customer needs.
- Leadership - they should demonstrate strong leadership skills to increase employee motivation.
- Involvement of people - all levels of staff should be aware of their responsibilities within the business and the importance of providing what the customer requires.
- Process approach - identifying your essential business activities and considering each one as part of a process.
- System approach to management - managing your processes together as a system, leading to greater efficiency and focus. You could think of each process as a cog in a machine, helping it to run smoothly.
- Continual improvement - this should be a permanent business objective.
- Factual approach to decision-making - senior staff should base decisions on thorough analysis of data and information.
- Mutually beneficial supplier relationships - managers should recognise that your business and its suppliers depend on each other.

Time and resources required

- Commitment of staff and senior managers/ Board
- External assessments can cost over £1000
- Can take up to a year to gather evidence and implement
- Require continual upkeep
- May require external consultancy support

Benefits of quality standards

- Opens up potential markets (public sector and large supply chain opportunities)
- Can differentiate you from the competition
- Achieves internal processes that can lead to efficiency savings
- Involves staff and stakeholders so can lead to greater job satisfaction
- Wins new business

Quality Marks for Advisers

- SFEDI National Occupational Standards
- National Register of Business Support Professionals
- Institute of Business Consulting (IBC) Certified Business Advisor
- IBC Certificate and Diploma in Business Support
- Institute of Leadership and Management (ILM) VRQ Level 5 in Business Support
- ILM accredited VRQ Level 5 Understanding Social Enterprise
- CMI, CIMA, CIM and other professional bodies

The National Occupational Standards

1. Maintain effective business support relationship with clients
2. Help the client to analyse the business and decide the way forward
3. Enable the client to implement changes in their business
4. Encourage business support clients to act for themselves
5. Develop business support networks to provide access to information and other resources
6. Evaluate the quality of your own practice in business support
7. Develop your own ability to provide business support
8. Monitor the performance of the business support service
 - A. Apply your knowledge of social enterprise
 - B. Develop opportunities to start social enterprises
 - C. Help clients to start social enterprises
 - D. Help social enterprises to improve their performance
 - E. Support clients by business mentoring

Awards V Assessment in Practice

- Awards and qualifications are often used to impart underpinning knowledge required to maintain proficiency
- Assessment in practice demonstrates competency working in setting with a client
- Both have strengths and weaknesses
- Combination of the two desirable

Continuous Professional Development

- How do you provide evidence?
- Should CPD be entirely self-directed?
- Who should provide guidance on what is acceptable?
- How should review take place?
- Should assessment be externally verified?
- Does peer review have a place in certifying CPD?

Social Enterprise Mark

- NOT a quality Mark, an identifier
- The Social Enterprise Mark is the brand for social enterprises
- The Mark identifies businesses that meet defined criteria for social enterprise.
- The Mark offers consumers an instantly recognisable logo that represents enterprises working for social and environmental aims, trading to benefit people and the planet.

Social Enterprise Mark Criteria

- Does your company have social and/or environmental aims?
- Does your company have it's own constitution and governing body?
- Are at least 50% of the company profits spent on socially beneficial purposes?
- Does the company earn at least 50% of its income from trading?*
- Can your company demonstrate that social/environmental aims are being achieved?
- If your company ceased trading would remaining assets be distributed for social/environmental purposes?

Social Enterprise Mark

- Current introductory price of £99 now ended
- New pricing structure to be based on turnover
- Gaining international interest
- 17 Mark holders currently in the East Midlands



Thank you
Any questions?