

## Quality & The Conversion Principle

By David Finney © 2012

*An article on how to perpetuate continual improvement*

The essence of quality management is to operate in a culture of continual improvement. One way of looking at improvement is to recognise the gap between the way things are and the way things could be. The Conversion Principle addresses this gap by enabling a conversion of an existing *condition* into a new desired (improved) condition. There are three key conditions within the principle, each falling into a specific *category*:

Satisfied → Fulfilled (Staff)

Efficient → Enhanced (Service)

Corrective → Preventive (Action)

Using these as a basis, a company can then add its own existing and desired conditions and attach a conversion *method* that will enable the company to facilitate the new improved condition:

<b>CATEGORY</b>	<b>CONDITION</b>	<b>CONVERSION METHOD</b> <small>(examples)</small>
Staff	Satisfied → Fulfilled	Allocating special projects
Service	Efficient → Enhanced	Exploring ways to add value
Action	Corrective → Preventive	Root cause analysis and review
Training	Useful → Dynamic	Higher energy/interaction
Leadership	Motivational → Inspirational	Non-directive coaching
Appraisals	Critical → Collaborative	360 degree feedback
Reviews	Perfunctory → Motivational	Alert for opportunities
Finance	Functional → Educational	Revenue and cost analysis
Documentation	Interesting → Motivating	Exploring alternative formats
Audits	Bureaucratic → Conversational	Focus on improvement

The accumulation of these conversions can be one of *transformation* for a business or organisation.

**The Energy of Conversation is on Twitter & Facebook**

