

QUALITY WORLD

WINTER 2025

CQI | IRCA
LEADING QUALITY SINCE 1919

FUTURE READY

How quality professionals are driving digital transformation

Quality: think differently

As the global quality profession celebrated World Quality Week 2025, from 10-14 November, it took the opportunity to reflect and showcase this year's theme of 'Quality: think differently'. Learn how a few organisations celebrated WQW 2025 – and how they are changing traditional quality management practices with new approaches

For more highlights from WQW 2025, go to bit.ly/4abymuC



John Holland, Australia

Q: What does the theme 'think differently' mean to you and your organisation?

For us, it's about looking beyond the checklist and creating a culture where quality is everyone's responsibility. It means challenging the usual way of doing things, embracing new technologies, and finding smarter, proactive solutions. Thinking differently is how we deliver excellence and earn trust, not just at project completion, but at every milestone.

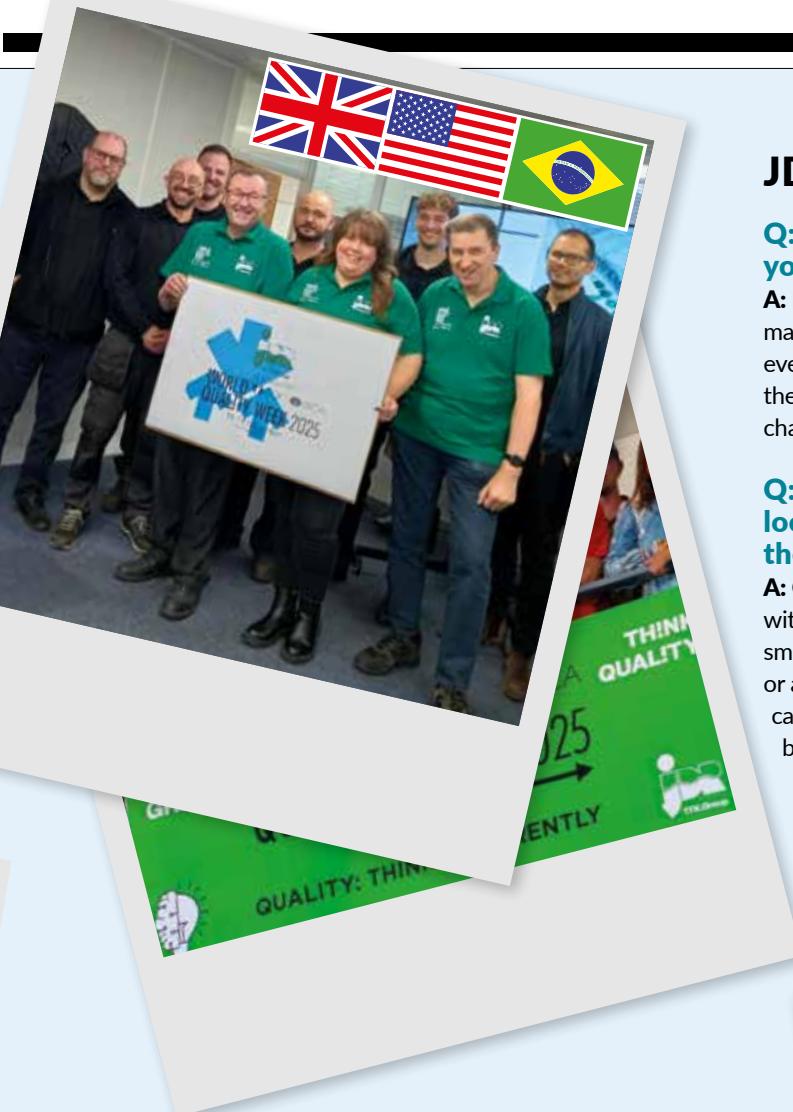
Q: What lesson has your organisation taken from WQW 2025?

A: The biggest takeaway was that quality starts with culture and building relationships. When you invest early in discipline, consistency, and shared accountability, everything else falls into place. It's not just about meeting standards, it's about building confidence, protecting our reputation, and delivering satisfaction to the people who rely on us. For John Holland, quality isn't a box to tick; it's the foundation of success.



Watch John Holland's video on its M7-M12 Integration project





JDR Cable Systems, UK, USA, Brazil

Q: What does 'think differently' mean to your organisation?

A: It invites us to challenge traditional approaches to quality management and embrace new ways of thinking. This ensures everyone in the organisation understands their importance within the quality culture, and the power of their voice to help drive change and improvement.

Q: What advice would you give to organisations looking to challenge conventional thinking in their quality management practices?

A: Challenging conventional thinking is about questioning norms with purpose, identifying hidden opportunities and designing smarter paths forward. Whether you are a manager, a team leader or a creative professional, learning how to challenge convention can unlock competitive advantage, personal growth and breakthrough success.

KEC International Ltd, India and global

Q: What does 'think differently' mean to your organisation?

A: It reflects a cultural shift, moving beyond routine compliance and encouraging every individual to re-imagine how quality is created, improved and sustained. For us, it means questioning traditional ways of working, challenging assumptions, and seeking innovative, simpler and smarter solutions to everyday problems.

This theme inspires us to embed a mindset of curiosity and continuous improvement across all functions... encouraging teams to look at processes from fresh perspectives, leverage digital tools, and collaborate more deeply with customers and partners to deliver first-time-right outcomes.

Q: What lesson has your organisation taken from WQW 2025?

A: It reinforced that quality grows stronger when people are encouraged to think differently, challenge traditional approaches and collaborate openly. It reminded us that small, innovative ideas can solve long-standing problems, and that quality must be owned by everyone. Above all, it taught us that a culture of quality is built every day through new innovating thinking, consistent actions, curiosity and commitment.

