

# QUALITY PRINCIPLES OF STRATEGIC PLANNING AND EXECUTION

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# WHAT YOU DON'T KNOW ABOUT ME...

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MY LIFE IS RUN BY THREE ENGLISH BULLDOGS



I AM AN ARMCHAIR CRIMINOLOGIST  
THANKS TO THE INVESTIGATION  
DISCOVERY CHANNEL

# WHERE THE TIDE WILL LEAD...



## WHY

WHY STRATEGIC PLANS WILL  
IMPROVE CUSTOMER  
EXPERIENCE



## WHAT

COMPONENTS OF A QUALITY  
STRATEGIC PLAN



## HOW

TIPS TO IMPLEMENT A  
QUALITY PLAN

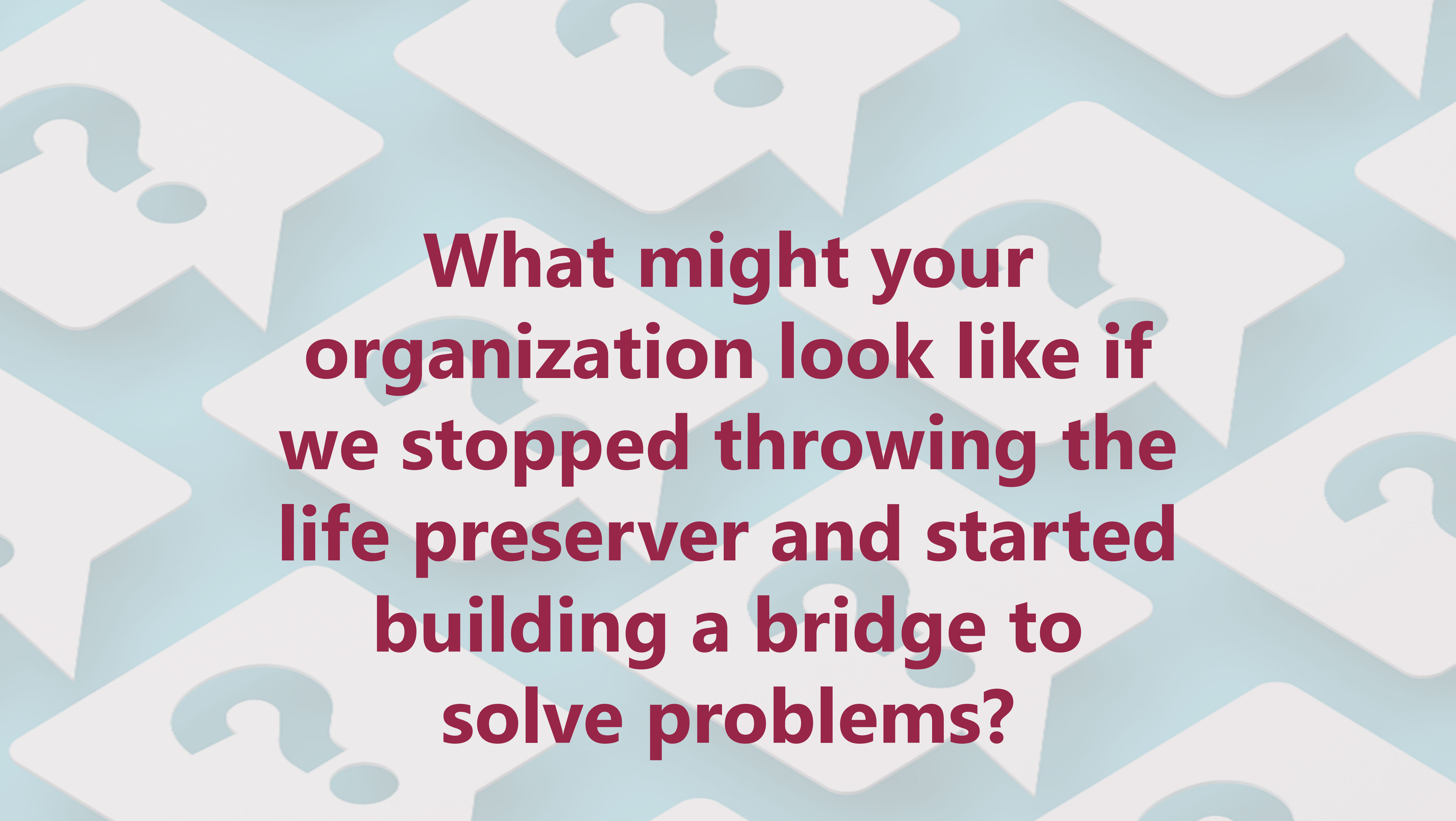


## DESMOND TUTU

*“We need to stop pulling people out of the river. We need to go upstream and find out why they’re falling in.”*







**What might your organization look like if we stopped throwing the life preserver and started building a bridge to solve problems?**



# WHERE THE BOAT IS OFTEN DOCKED...

- ✓ Consistency and purpose







FOR DAYLIGHT

Kodachrome

Run film through camera lens before  
loading product into canister.  
Use in both ends of the film.

Kodachrome  
25 FEET (7.62 m)  
ROLL  
PROC. BEFORE  
JUN 1960  
6025-24  
8-2-59  
598654-1  
SP# 2-00





# WHERE THE BOAT IS OFTEN DOCKED...

- ✓ Focus on short-term profits





**270000**

10000	1200
100	777 100

CLICK FOR MORE PAYE AND GAME RULES

**FREE GAMES**

WINS ARE **DOUBLED!**

SEE GAME RULES FOR MORE PAYE



SPIN STOP HELP

CASH 20    COIN VALUE 3    CREDITS 60

GAME OVER    CREDIT **€0.02**    CREDIT 3249    WIN 0



INSERT CARD



# WHERE THE BOAT IS OFTEN DOCKED...

- ✓ Fail to reward for quality









# WHERE THE BOAT IS OFTEN DOCKED...

✓ Small picture data









# TURNING THE BOAT IN ANOTHER DIRECTION...



- ✓ Plan
- ✓ Do
- ✓ Check
- ✓ Act



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# TURNING THE BOAT IN ANOTHER DIRECTION...

*Plan: What does strategic analysis look like?*



 Plan





I ❤️ My Ideas



# TURNING THE BOW IN ANOTHER DIRECTION...

*Do: Implementation*



✓ Do



## Example: The suitcase shenanigans

### Problem:

Suitcase cracks after one use.

### Solution “do” :

Why not create a suitcase that can withstand loading?





# TURNING THE BOW IN ANOTHER DIRECTION...

*Do: Check and Act*



✓ Check and Act



## Example: The suitcase shenanigans

**Check:**

**Do they collect data from customers?**

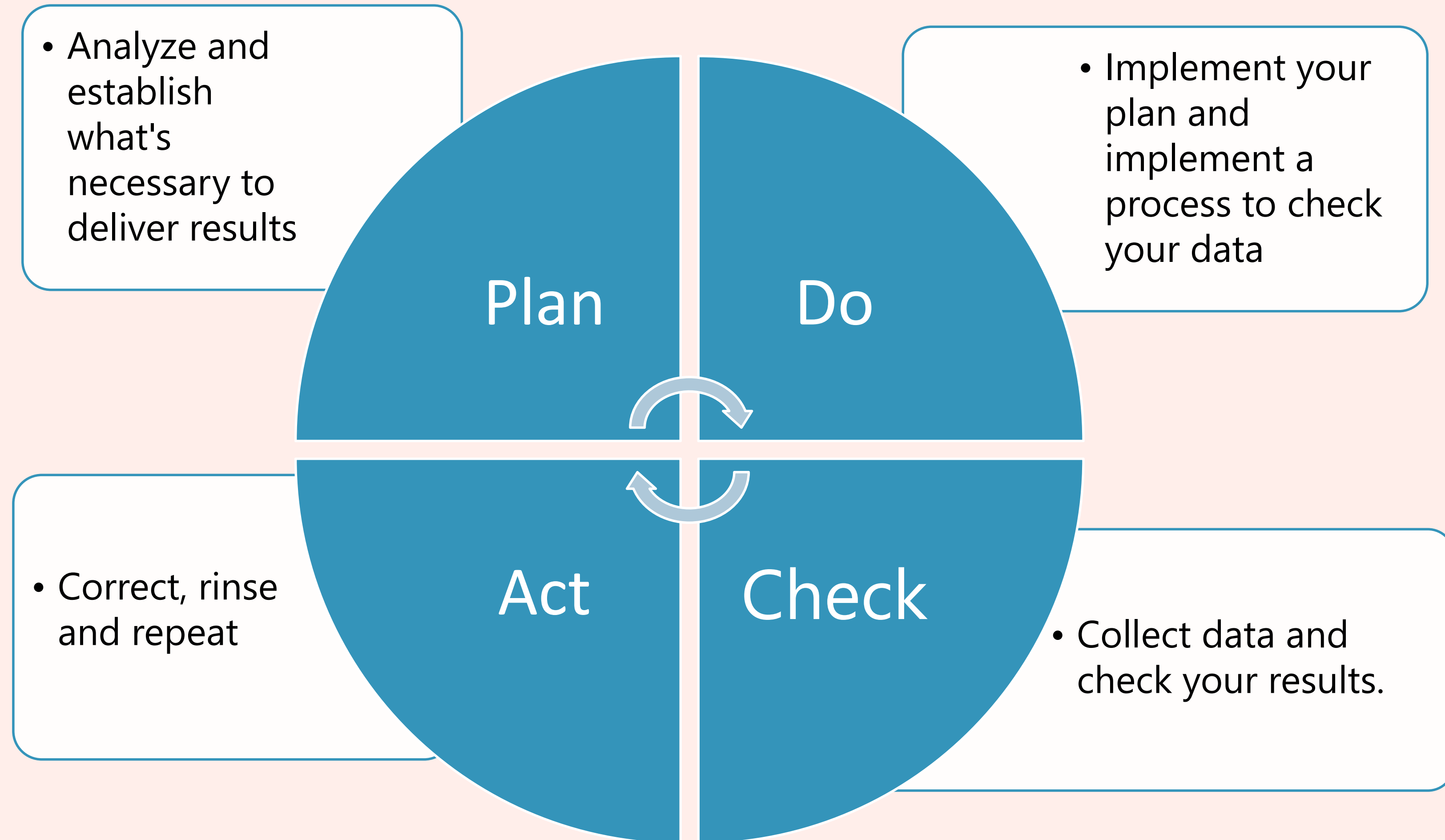
**Act:**

**Are they acting on data from customers?**





# REACHING YOUR DESTINATION...







**What are your bridges?  
Where in your organization  
or department can you  
Plan-Do-Check-Act**



# THANK YOU!

