

Beyond Compliance: Quality Principles for Turning Quality into a Strategic Advantage

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About The Speaker

Prachi Verma – Strategic Transformation & IT Portfolio Executive



- 17+ years of IT experience across financial services, utilities, and public infrastructure domains
- Leading enterprise portfolios and multi-billion-dollar programs
- Expertise in strategy execution, digital transformation, and governance
- Board VP-I (*Durham College Alumni Association Board of Directors*); Women in Data Science Ambassador (*WiDs International*); Global Mentor (*The PMO Leader*)

Session Objectives

Learning Take-aways



- ✓ Differentiate compliance-driven vs. strategy-driven quality
- ✓ Apply frameworks to advance organizational maturity
- ✓ Identify opportunities where quality drives competitive advantage
- ✓ Connect quality to business outcomes
- ✓ Develop actionable steps to embed quality into culture

Introduction

Quality is the degree to which outcomes meet customer, regulatory, and business expectations - consistently.



COPQ Pyramid (Lean Six Sigma)

Cost of Conformance

Cost of Non-Conformance

Prevention, Appraisal, assurance

Investments made to do things right

Rework, defects, delays

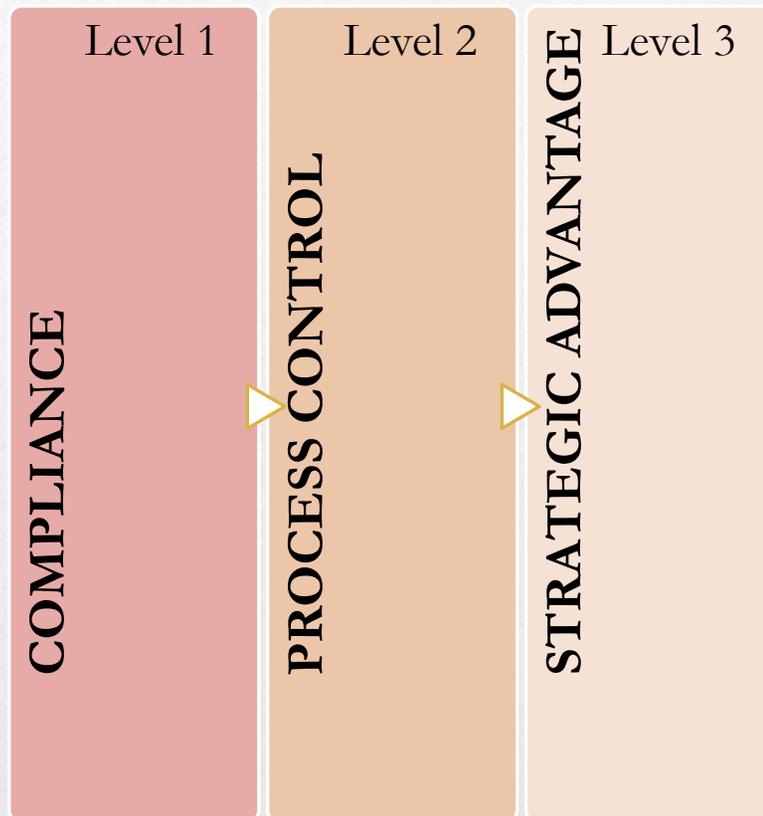
Customer dissatisfaction, regulatory exposure

Lost trust, missed opportunities



The Compliance Trap

Why Quality Often Fails to Deliver Value



- Focus on audits, checklists, and standards
- Compliance-driven quality often disconnected from strategy
- Missed opportunities to link quality to measurable business outcomes

Beyond Compliance

Shifting from Compliance to Strategic Quality

Compliance ≠ Performance

- Embed quality into strategy, leadership, and culture

Quality Informs strategic trade-offs, not just controls



- Define OKRs focusing on value creation, innovation, and resilience

Governance focuses on value flow, not documentation volume



- Align quality metrics/KPIs to business outcomes, not just audits

Tie back Quality KPIs to end results like customer impact, speed, and experience

Benefits of Strategic Quality

Why It Matters



- Competitive differentiation & customer loyalty
- Accelerated innovation and agility
- Resilient processes and culture
- Tangible business outcomes tied to quality

Frameworks That Enable Strategic Quality

Frameworks Don't Create Value — Decisions Do

Framework	Strategic Use (Not Definition)
Baldrige	Aligns leadership, strategy, and results at enterprise scale (Organizational performance excellence)
Lean	Exposes waste hidden by compliant processes (Eliminate waste, improve flow)
Agile	Enables fast learning/feedback without sacrificing control (Adaptive, iterative improvement)
PMI Value Delivery	Forces explicit linkage between investment and outcomes (Connect project outcomes to strategy)

Practical Application

How Strategic Quality Shows Up in Practice

Governance

Quality embedded into portfolio and funding decisions

Entry/exit criteria tied to value readiness, not artifact

Delivery

Quality metrics integrated into sprint and release planning

Risk managed continuously, not at phase gates

Leadership

Use quality signals to shape strategic trade-offs, not just confirm compliance

Executives hold teams accountable for outcomes and learning, not only adherence to process

Transformations Examples

How Organizations Succeed

The Toyota Way (Formalised in 2021) : Based on Muda, Mura, Kaizen

What Toyota Did

- Embedded quality into daily work, leadership behavior, and decision-making
- Designed systems to prevent defects, not inspect them later
- Empowered teams to stop production to protect customer value

Measured Impact

- Defect rates reported at 10-50 PPM, vs industry averages historically in the hundreds of PPM
- Inventory levels reduced by 60-75% through Just-In-Time and built-in quality
- Warranty and rework costs consistently significantly lower than industry peers
- Faster issue detection → problems addressed at the source, in real time

Transformations Examples

How Organizations Succeed

Amazon: Quality Embedded into Decision-Making at Scale

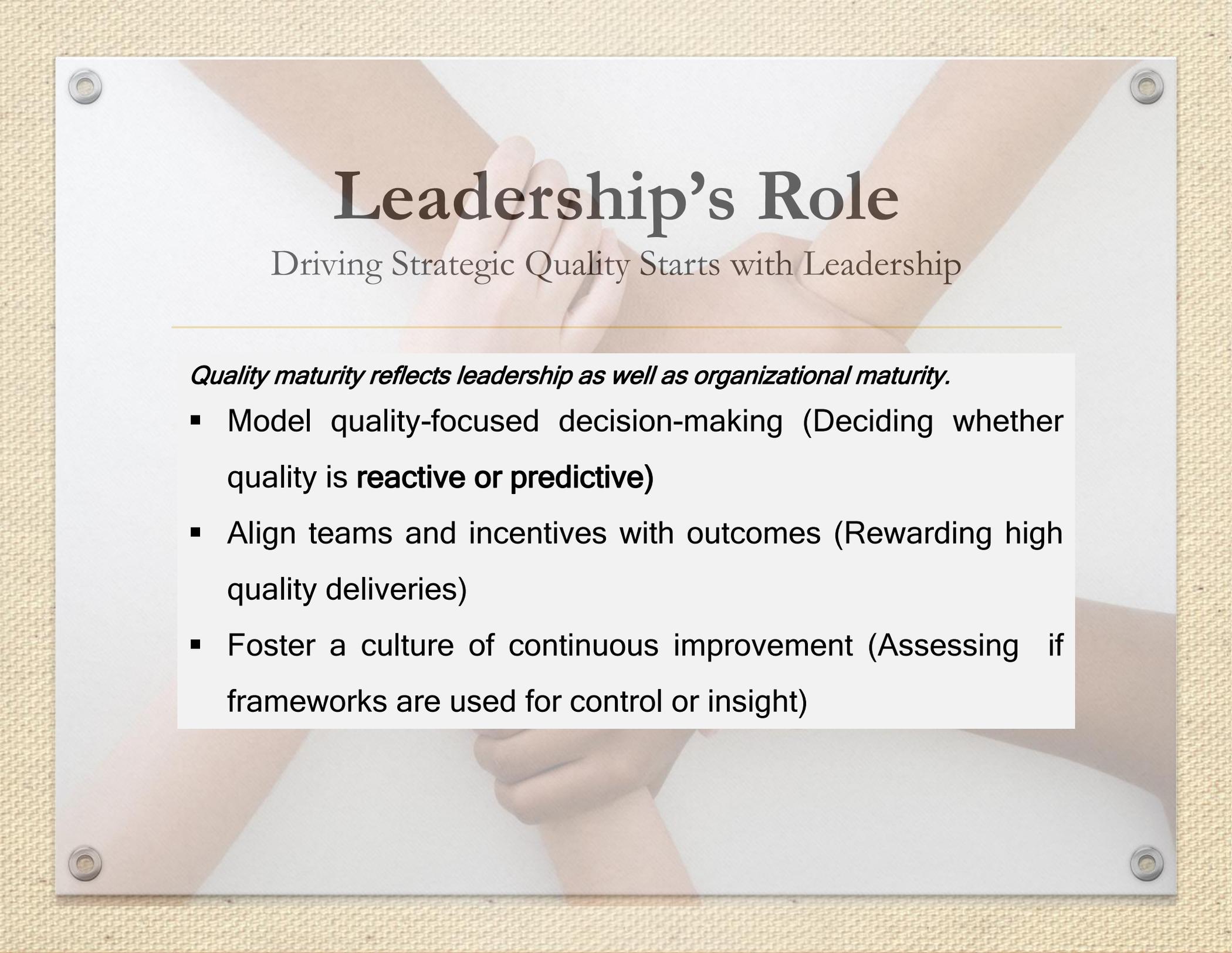
What Amazon Did

- Defined quality through customer outcomes, not internal compliance
- Embedded quality metrics directly into product, engineering, and leadership reviews
- Designed systems to detect failures early and learn fast

Measured Impact

- Every 100ms of latency estimated to cost $\sim 1\%$ in sales \rightarrow quality directly tied to revenue
- Deployment frequency at scale with lower incident rates than industry peers
- Continuous improvement culture enables thousands of deployments per day

Amazon treats quality as a real-time business signal – not a post-delivery audit.



Leadership's Role

Driving Strategic Quality Starts with Leadership

Quality maturity reflects leadership as well as organizational maturity.

- Model quality-focused decision-making (Deciding whether quality is **reactive or predictive**)
- Align teams and incentives with outcomes (Rewarding high quality deliveries)
- Foster a culture of continuous improvement (Assessing if frameworks are used for control or insight)

Call to Action

Turning Quality into Advantage

- Assess your organization: compliance vs. strategic quality
- Adopt frameworks that fit your culture and goals
- Start small, measure impact, scale success

“Quality is never an accident; it is always the result of intelligent effort.” – John Ruskin

Q&A

Thankyou for your attention and engagement

Floor is Open for Q&A

Your questions are welcome!

Please feel free to connect: prachi.verma11@gmail.com



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