

# What is QA and why is it important to us?

Andy Gibbs

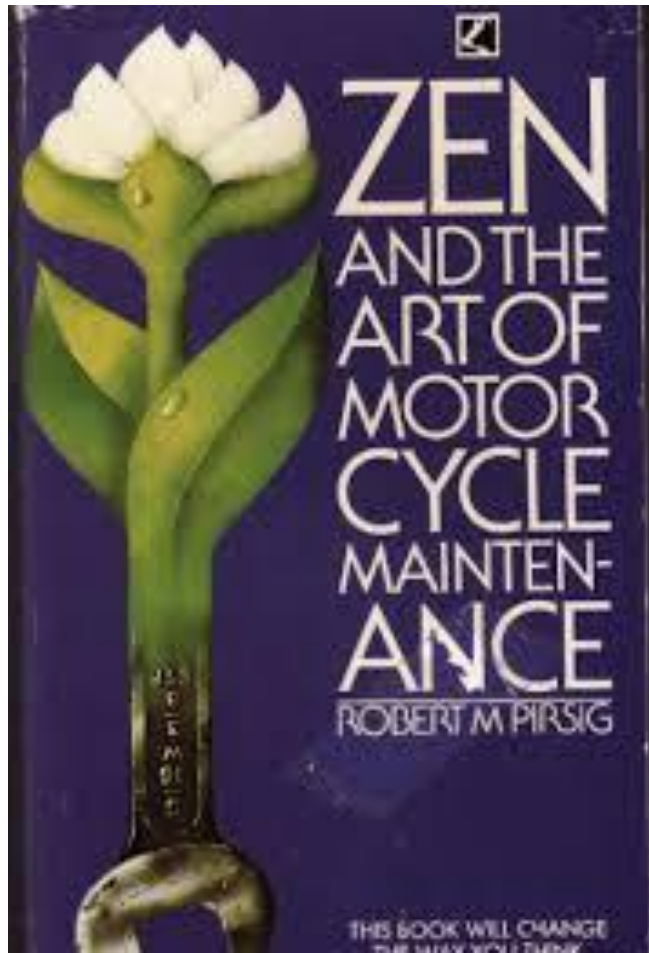
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Waiting isn't the hardest part. It's the best part.

Just anticipating pleasure causes endorphin levels to increase 27% and leads to an 87% increase in human growth hormone.

Looking ahead

- What is quality
- Quality Assurance/Quality Enhancement
- Purposes
- Relevance
- Conflicts
- Stakeholders, meaning and importance
- Outcomes
- Enhancement
- Projects
- Tools



What is  
Quality?

# What is Quality Assurance



The  
Purposes of  
Quality  
Assurance

I deliberately alter my  
standard of customer  
service according to  
how polite the  
customer is.



your  cards  
someecards.com

Quality Assurance is  
an umbrella term

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# Accountability Vs Improvement

Small Business Daily Brief

**GROW  
Great**

with Randy Cantrell

#46

**Key Ingredient For  
Improvement &  
Growth Is A Culture  
Of Accountability**

GrowGreat.com

5 Steps to  
Accountability

- 1 Self-honesty
- 2 Value others
- 3 Keep records
- 4 Take responsibility
- 5 Do the right thing
- 6 Act promptly with care



Why is it  
important to  
us?



WHAT'S  
**IMPORTANT**  
TO YOU?

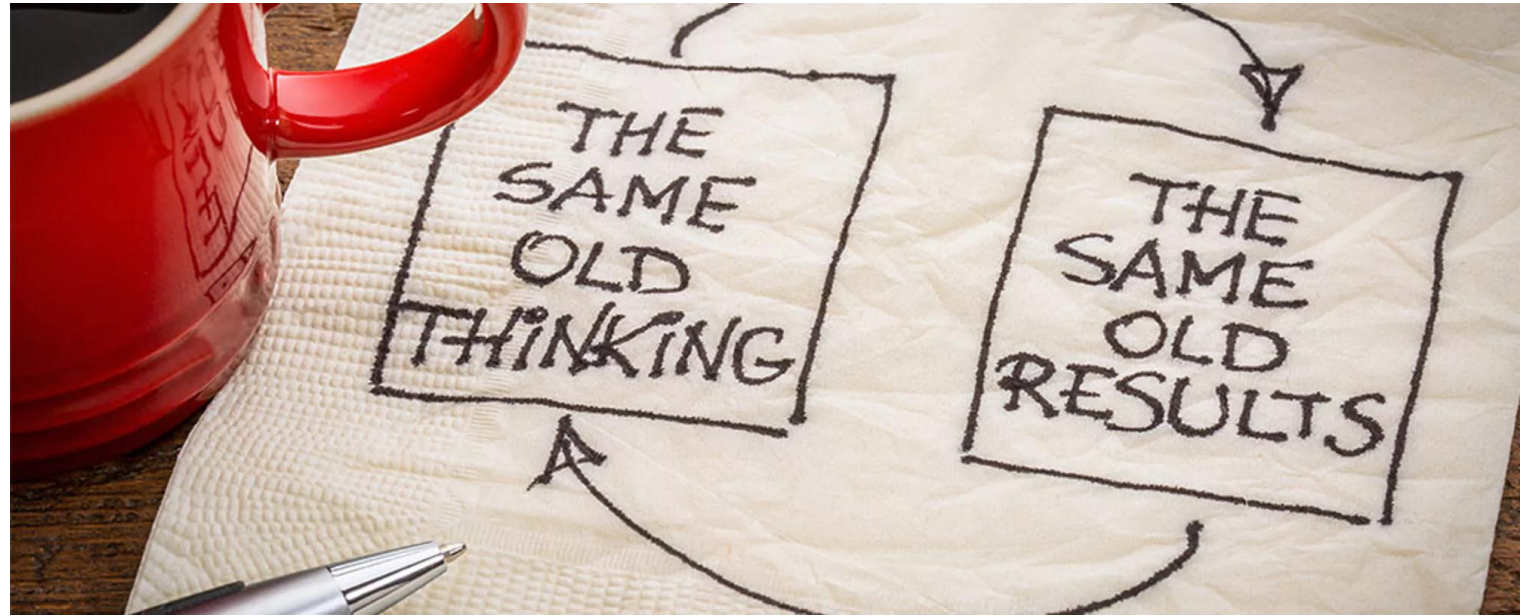
# Important to you?

## Importance of Quality Assurance & Control

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Focus on  
Enhancement



I TAUGHT STRIPE  
HOW TO  
WHISTLE.



I DON'T HEAR  
HIM WHISTLING!



I SAID I TAUGHT  
HIM. I DIDN'T  
SAY HE LEARNED IT.



Focus on  
outcomes

# The tools of quality assurance

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Daddy,  
do you like  
my picture?



Honey,  
if you'd like me  
to be objective,  
I'll have to create  
a rubric.



[freshspectrum.com](http://freshspectrum.com)

# QA and projects





ERASMUS+ KA2

# Review

- What is quality
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- Purposes
- Relevance
- Conflicts
- Stakeholders, meaning and importance
- Outcomes
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Questions and  
comments  
welcome

