

2017 Business Plan for:

LEAN ENTERPRISE DIVISION

Business Plan Owner:

Revision Date: 12/08/16

Owner e-mail:

ASQ Strategic Objectives: 1. Accelerate Growth 2. Increase Impact 3. Achieve Operational Excellence												
ASQ Strategies	ID	2017 Objectives	Priority (L-M-H)	Action Descriptions	Action Plans	Owner (or Role)	Due Dates	Status (G-Y-R)	Progress/ Comments	Measures	Targets	
<i>What ASQ must do to achieve growth, impact & operational excellence.</i>	<i>ID</i>	<i>Enter the Member Unit (MU) objective for 2016.</i>	<i>Enter a priority (L-M-H)</i>	<i>Describe the key actions to be taken to achieve the objective.</i>	<i>Describe in details the specific action plans to carry out the key actions.</i>	<i>Identify the action owner (or the role if not known).</i>	<i>Enter the due dates for the actions.</i>	<i>Enter status for the action.</i>	<i>Enter the progress, concerns or road blocks or actions are completed.</i>	<i>What are the measures for this action? Use SMART.</i>	<i>What are the targets for this action? Use SMART criteria.</i>	
1. Global Expansion: Leverage the ASQ brand to increase market share worldwide, emphasizing growth in current and new ASQ markets.	1	Collaborate with Lean organizations and / or those that compliment Lean outside of North America	High	Execute collaborative opportunities (articles, roundtables, events, etc)	1) restructure team 2) create matrix of country / regions 3) prioritize	Networking / International Liaison	December 31, 2017			# of collaborative engagements	6-9 collaborative engagements	
	2	Newsletter in non-English language	Medium	1. Determine in what languages newsletter should be translated.	1. Review demographic data of ASQ non-US membership. 2. Prioritize on the basis of membership size	Publications / Newsletter Editor	Q1 2017			Final decision made for the languages in which letter will be translated	Complete list of countries where ASQ has significant presence.	
				2. Seek voluntary resources for translation	1. Reach out to other value stream chairs who interact with global sites like Networking Chair for talent from academia.	Publications / Newsletter Editor	Q4 2017		Non-English language copies of newsletter available for members	Publish newsletter at least in one non-English language or 2 as a stretched target.		
				3. Verify and validate editorial quality of non-English newsletter	1. Forward copy of the translated newsletter to another native language expert for review	Publications / Newsletter Editor	Q4 2017			Approval report from peer review.	First time approval of quality of language.	
2. Membership Transformation: Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	3	Enhance member value proposition of LED	High	what is voice of customers?	Survey ASQ lean and non-lean members: establish gap that drives #4, identify other items for sufficiency; fill gaps not already on #4. Those left Lean and ASQ: survey as to why	Prof Dev				Survey completed. Survey analyzed, items identified, categories reconciled with #4. Completed left from membership survey.	Surveys ready for LSS and WCQI. Initial analysis done by 12/15/2017	
	4	Engage Young Quality Professionals	High	Identify Eligible YQP's	1) Collect & Analyze Member Data Files 2) Develop continuing process for identifying YQP's as they join	Communications	03/31/17			Action Completed		
				Contact & Engage YQP	1) Develop Value Proposition 2) Create Communication Plan 3) Contact YQP's 4) Follow-up measurement	Communications	12/15/17		% of YQP's Contacted, Plan Completed, Action Steps Completed On Time			
	5	Develop Awards & Recognition program	Low	Define award program process and criteria	1) create an award committee 2) determine what type of award should be considered 3) document criteria and process 4) gain OoC approval	Prof Dev	June 30, 2017				approval of OoC and documented process complete and on SP	Approval received and documentation complete
				Implement award process	1) work with marketing to market the award 2) begin process of selecting award recipient 3) communicate award	Prof Dev	September 1, 2017		Award recipient notified	completion of award process with recipient selected using criteria defined		
	6	Improve engagement of new and unpaid members	High	Identify New & Unpaid Members	1) Collect & Analyze Member Data Files 2) Develop continuing process for identifying New Members as they join 3) Develop process for proactively identifying existing &	Communications	03/31/17				Action Completed	
Contact & Engage New & Unpaid				1) Develop Value Proposition 2) Create Communication Plan 3) Contact New & Unpaid 4) Follow-up measurement	Communications	12/15/17		% of New & Unpaid Contacted, Plan Completed, Action Steps Completed On Time				
3. Growing Organizations: Serve the needs of organizations around the world providing quality solutions to increase impact through membership.	7	Engage site / enterprise member in Lean division (eg lunch and learn)	Medium	Identify and Contact Enterprise / Site members	1) Identify ASQ HQ owner of enterprise / site to gain access 2) Contact to understand needs & communicate value of LED	OoC	3/31/17			% known ent/site members contacted	70%	
				Provide LED services and products to meet enterprise/site needs	1) work with VS/SP chairs to plan engagements and gain agreement 2) execute engagements 3) develop and approve engagement processing standards (templates, presentations, etc.)		12.31.17		% of those contacted, of those that wanted services that we engaged	50%		

