



INSPIRING A QUALITY CULTURE THROUGH EMPLOYEE ENGAGEMENT AND COMMUNICATION

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QUALITY CULTURE

Quality culture is the collective commitment of every individual in an organization to **do the right thing**, the right way, every time—**even when no one is watching**. It's the invisible force that determines:

“A true quality culture exists when **doing things right becomes second nature**—woven into daily behavior, not driven by checklists or fear of audits.”

How people **approach their work**

How they **respond to problems**

How deeply they care about **customer outcomes, compliance, and continuous improvement**

AGENDA

DISCUSSION POINTS:

1. Why Engagement and Communication are Critical to Quality
2. Diagnosing Your Current State
3. Employee Engagement Strategies that Work
4. Communication as a Culture Driver
5. Real-World Wins
6. Final Takeaways



Culture Isn't Posters, It's Built in Behavior and Reinforced in Communication

Culture is Built by...

Leadership Modeling

Reinforced Behaviors

People, Not Programs

Shared Language

Culture is communicated through...

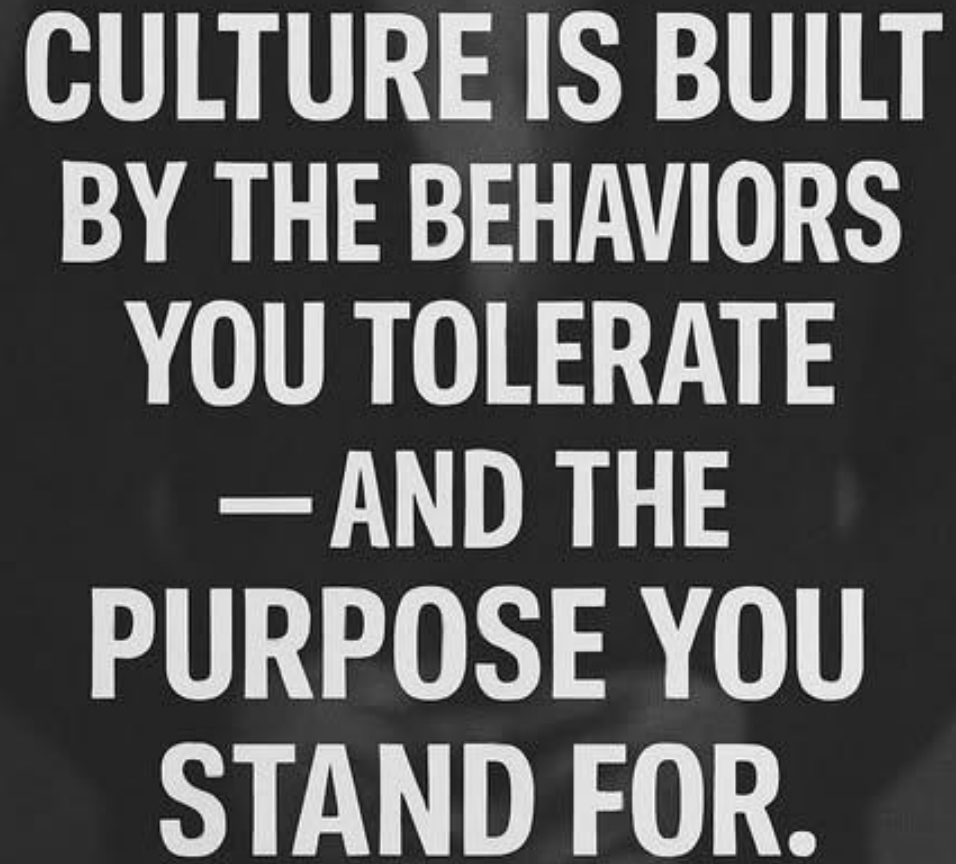
Visibility

Consistency

All Levels

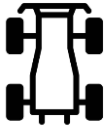
In Stories

By Closing the Loop



**CULTURE IS BUILT
BY THE BEHAVIORS
YOU TOLERATE
—AND THE
PURPOSE YOU
STAND FOR.**

The Quality Machine



COMPLIANCE

Defines structure,
standards, and
boundaries



ENGAGEMENT

Sparks motivation and
ownership

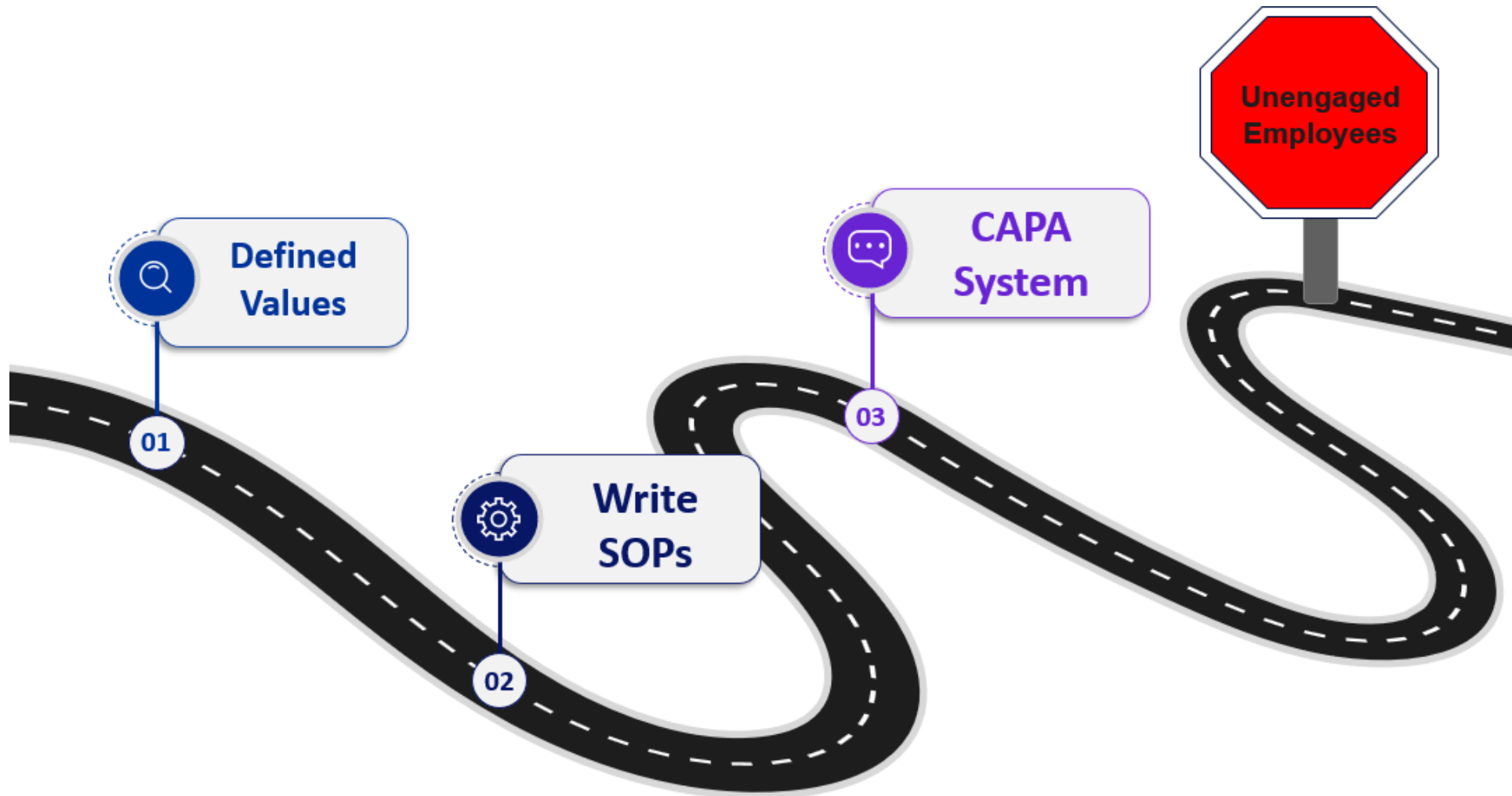
Activates values into
behaviors



COMMUNICATION

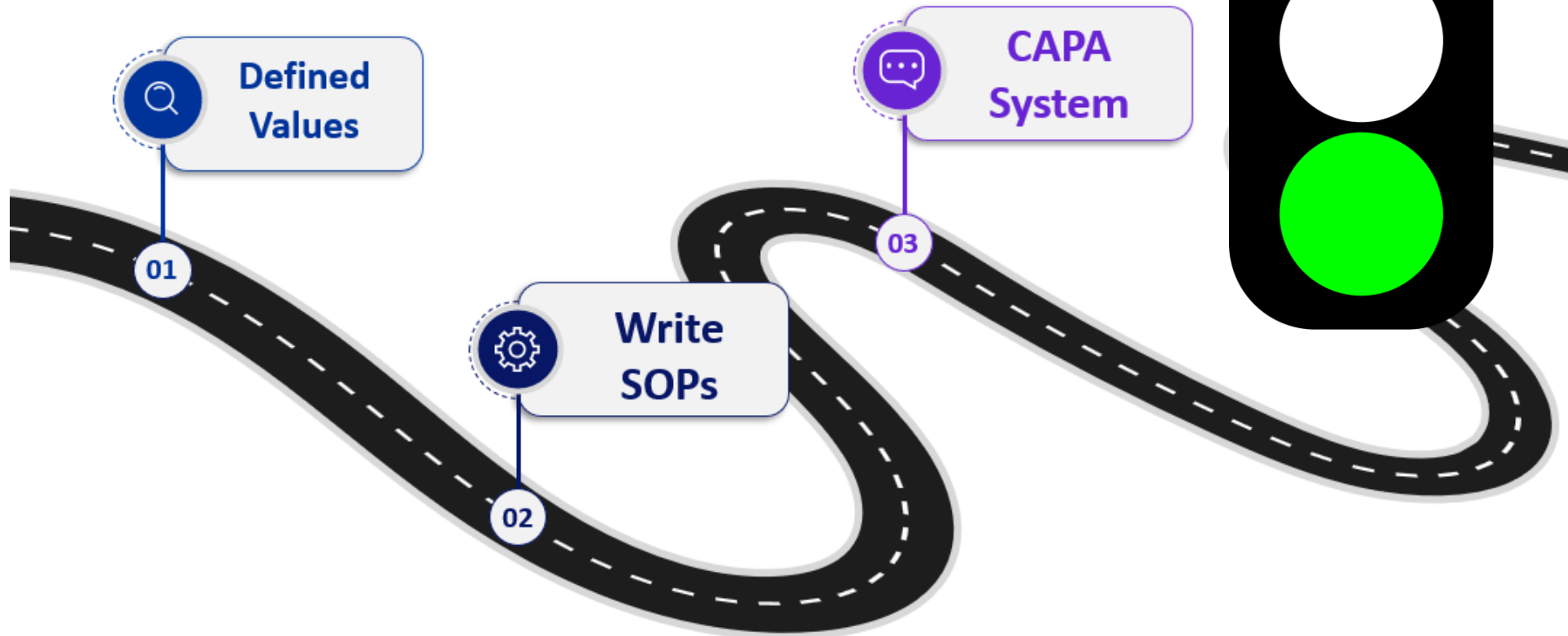
Drives action,
Improvement and
connection across the
system

Engagement: The Activation Layer of Quality Culture



Communication is the green light to quality culture

Without communication, quality doesn't just stop it dies on the starting line



How do you Diagnose the Current State of your Culture?

Observe
Behaviors

Use Targeted
Surveys

Look for Cultural
Warning Signs

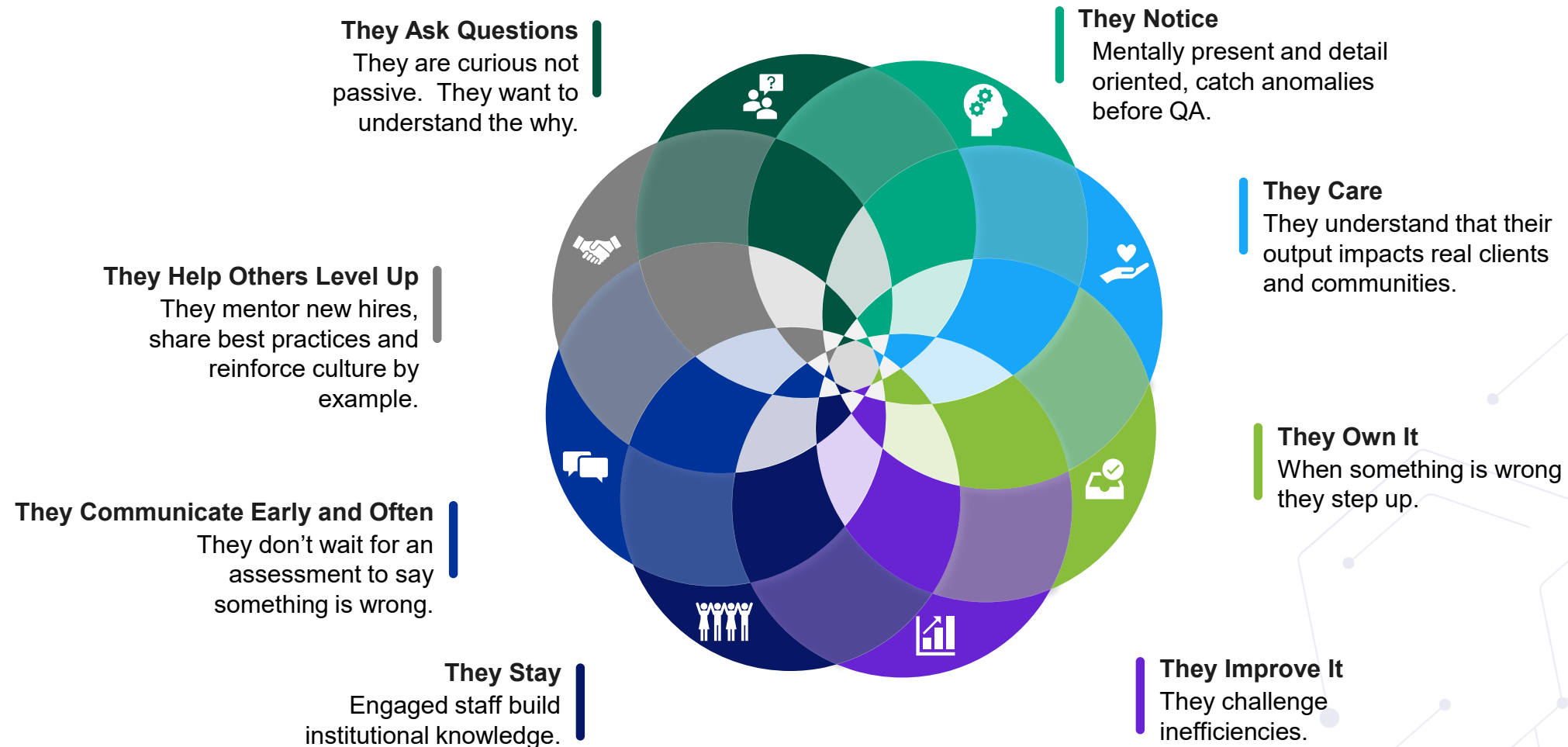
Review Quality
Functions
through a
Cultural Lens

Listen in the
Gaps

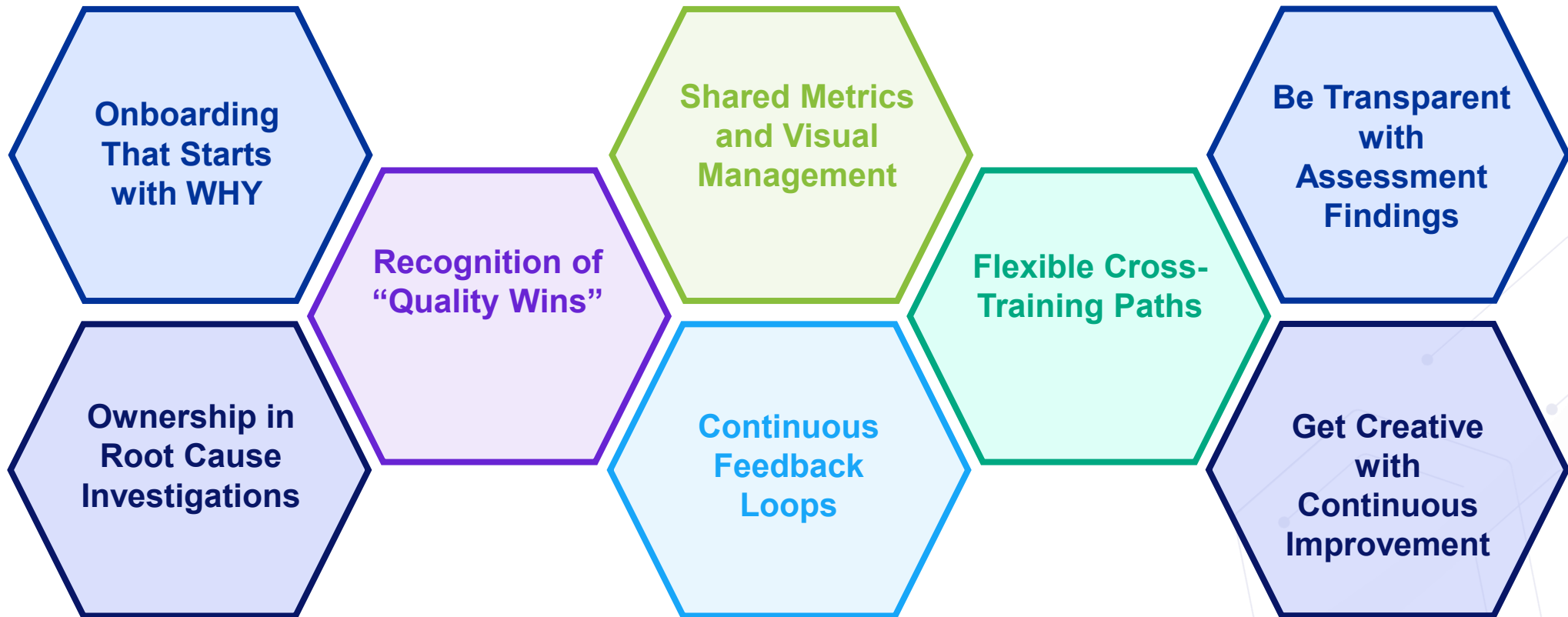
Test
Communication
Channels

Ask: Who Owns
Quality?

Characteristics of Engaged Employees



Employee Engagement Strategies that Drive Quality in the Lab



Onboarding That Starts with WHY

Don't just teach tasks, teach purpose

- Explain how our industry got started and why data is so important on the first day
- Include a QA introduction as part of Onboarding, Who, What and Why again
- Give new hires a Quality Mentor who helps them get engaged in the program

Ownership in Root Cause Investigations

Move from “QA only” to cross-functional CAPAs

- Involve analysts and techs in investigations as true contributors not just sources of info
- Practice mini 5-Whys often – works great in team huddles
- Focus on permanent solutions and accountability but not blame

Recognition of Quality Wins

Celebrate behavior, not just output

- Recognize staff directly who prevent errors, catch deviations or coach peers
- Post monthly shoutouts on communication boards or send emails
- Institute Quality Rewards like “Speak Up Award”, “Hold Time Hero”, or “The Closer”

Shared Metric and Visual Management

If they can see it, they can own it

- Post real time stats, VOCs, missed, HT, Open CAPAs, etc
- Have teams track and report their own rework rates
- Ask the team to contribute on what metrics they find impactful

Continuous Feedback Loops

Engagement dies in silence

- Be present, See something, say something
- Encourage staff to bring questions/concerns forward by hosting monthly QA sessions
- Always follow up

Flexible Cross Training Paths

*Empowered employees feel like
stakeholders*

- Build cross functional teams that span multiple departments
- Empower analysts to request new training when they have time
- Use cross training to reduce burnout and increase retention

Be Transparent with Assessment Findings

Turn Findings into teachable moments

- Debrief findings with everyone not just leadership
- Share the good and the bad, clearly and constructively
- Involve bench level staff in addressing the findings

Get Creative with Continuous Improvement

Engagement doesn't have to be boring

- Create fun challenges around required but likely boring tasks
 - Reward for who can find the most SOP errors
- Create a routine meeting just focused on continuous improvement
 - Treats for anyone who contributes an idea

Poor Communication is the Fastest Way to Kill a Quality Culture

Breeds Distrust
and Frustration

Hinders
Collaboration
and Teamwork

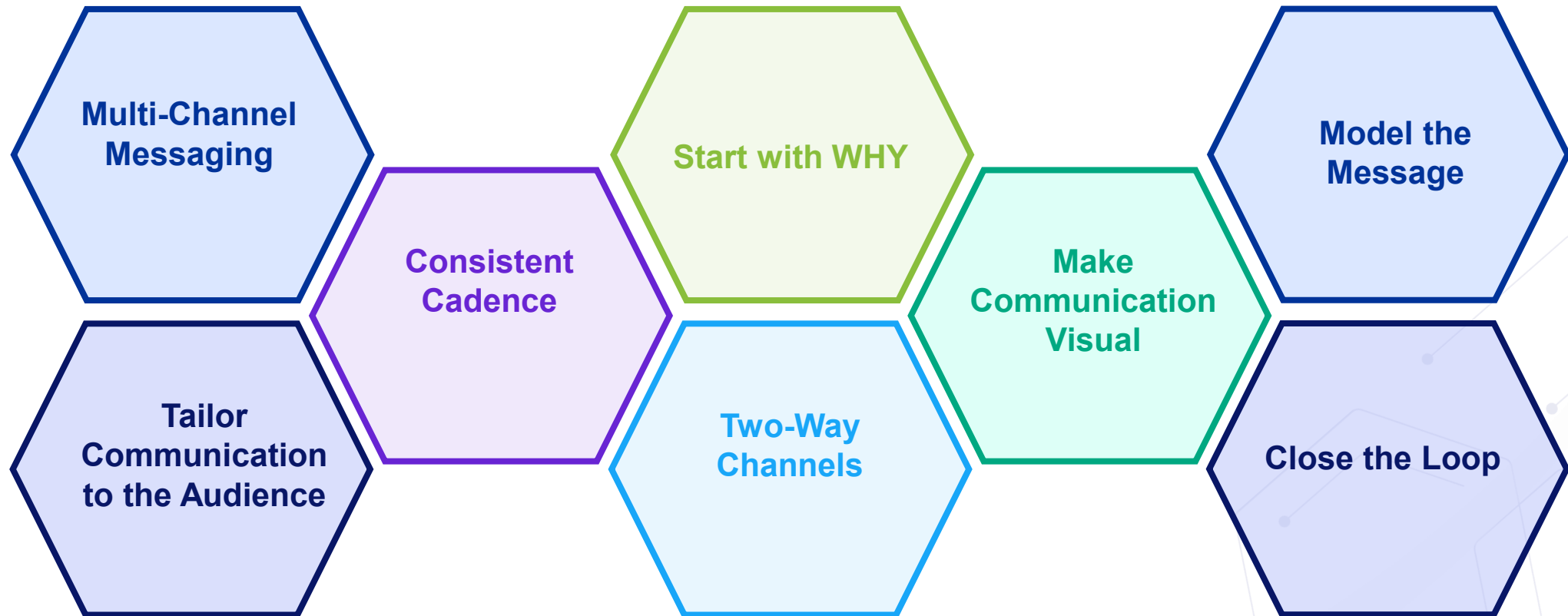
Suppresses
Innovation and
Growth

Leads to
Misalignments
and
Inconsistencies

Increases
Turnover Rate

Damages
Reputation and
Client
Relationships

Making Communication Count: Strategies that Stick with Staff



Multi-Channel Messaging

Not everyone is in the same place or does the same thing. Don't rely on one method.

- Use a three points of redundancy for critical updates
 - Email Summary
 - Visual Post(communication board, Teams Chat, etc)
 - Verbal Reinforcement(Daily huddles, all staff meetings, etc)

Tailor Communication to the Audience

Speak the right language or the message doesn't land.

- Analysts: What should I do differently?
- QA: How does this align with the standard/Quality Program?
- PMs: How does this impact the client?
- Executive Team: What's the risk and mitigation?

Consistent Cadence

Inconsistent communication kills trust and opens the door to misinformation

- Daily: Team huddles with key priorities, issues, and shout-outs
- Weekly: Essential updates via email with QA, Operational, and client services data.
- Monthly: All staff call with metrics, performance trends, and recognitions

Start with WHY

*Because I said so is
cultural toxin*

Two-Way Channels

Communication isn't effective if it's one-way. Don't forget to Listen

- Implement Anonymous feedback forms
- Use feedback options in Meetings
- Offer office hours or set time aside for round table discussions
- Follow up whenever someone brings you an issue

Make Communication Visual

People retain 65% of visual info vs 10% of verbal only

- Huddle Boards(KPIs, wins, near misses)
- Workflow Trackers, Comm boards
- Color-coded hold time charts or extraction timelines
- Use Infographics instead of walls of text... yes even in SOPs

Model the Message

Your behavior sets the standard

- Actions must mirror your words
- Be consistent in your actions
- Culture breaks when leaders don't walk the talk

Close the Loop

Builds long-term trust and accountability

- Follow up on ideas, concerns, and input
 - Affirms the value of the person who made the suggestion
- Communicate decisions and reasons for them
- Let people know their input is valued and will be sought again

LAB A

- Assessment uncovers unethical behavior and data falsification
- Senior Leadership believes everything is fine.
- State requires outside intervention
- Inexperienced Staff
- Management Failure

LAB B

- Assessment results in only minor findings
- Senior Leadership feels something is off.
- Senior Leadership investigates
- Inexperienced Staff
- Management Failure and Complacency

Acknowledgment



Investigation



Removal

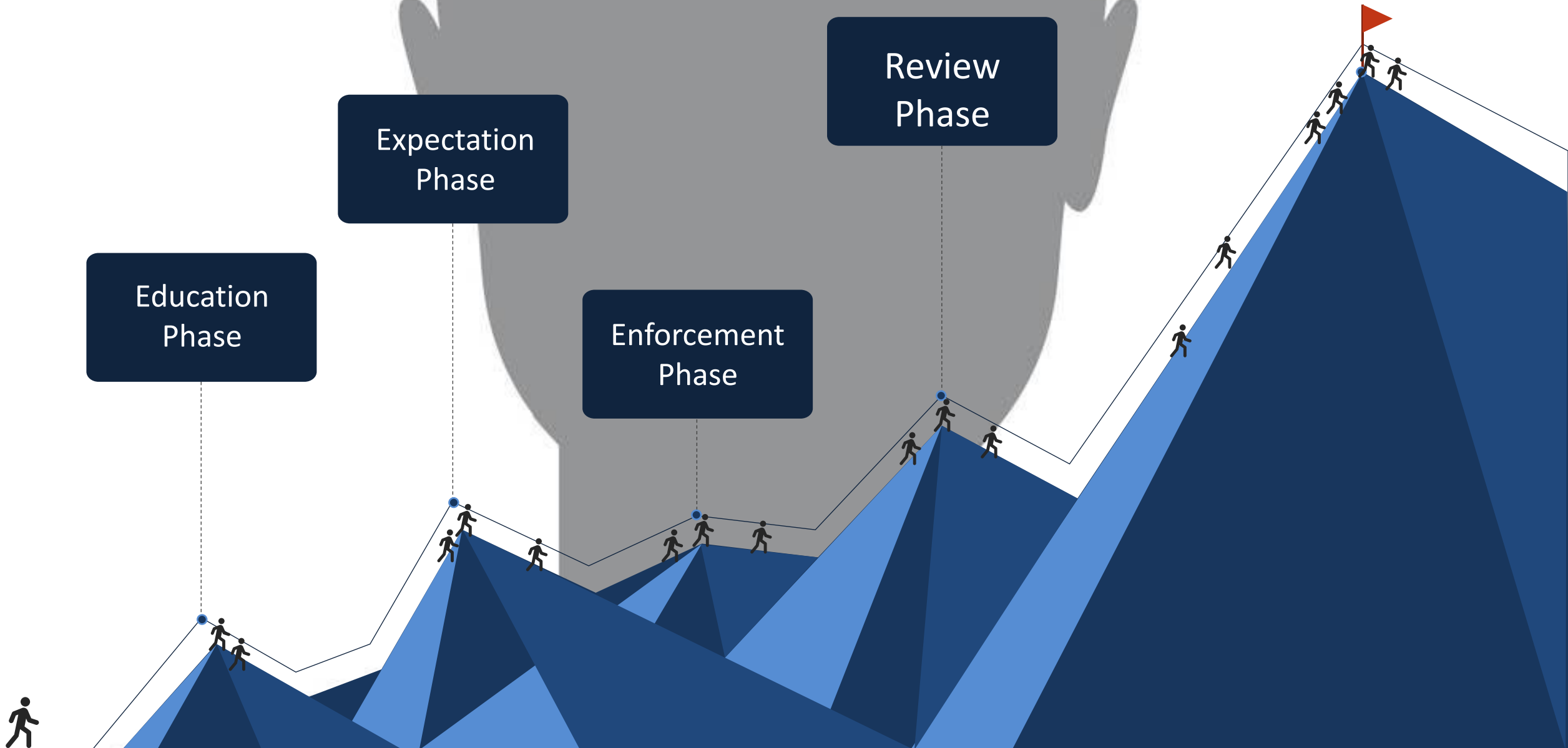


Reset



INSPIRING A QUALITY CULTURE THROUGH EMPLOYEE ENGAGEMENT AND COMMUNICATION

Real-World Wins



If You Remember Nothing Else....

Engagement isn't fluff—it's a compliance enabler

Communication isn't noise—it's strategy

**Culture grows where people are trusted, heard,
and informed**



THANK YOU

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