



# 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:

How people **approach their work**

How they **respond to problems**

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

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

## 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

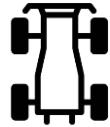
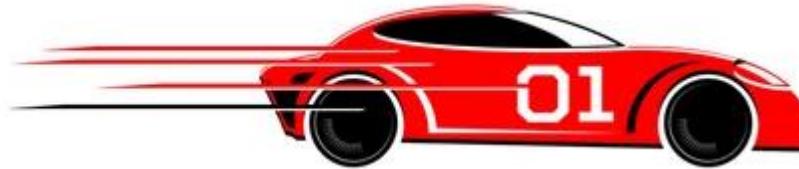
All Levels

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

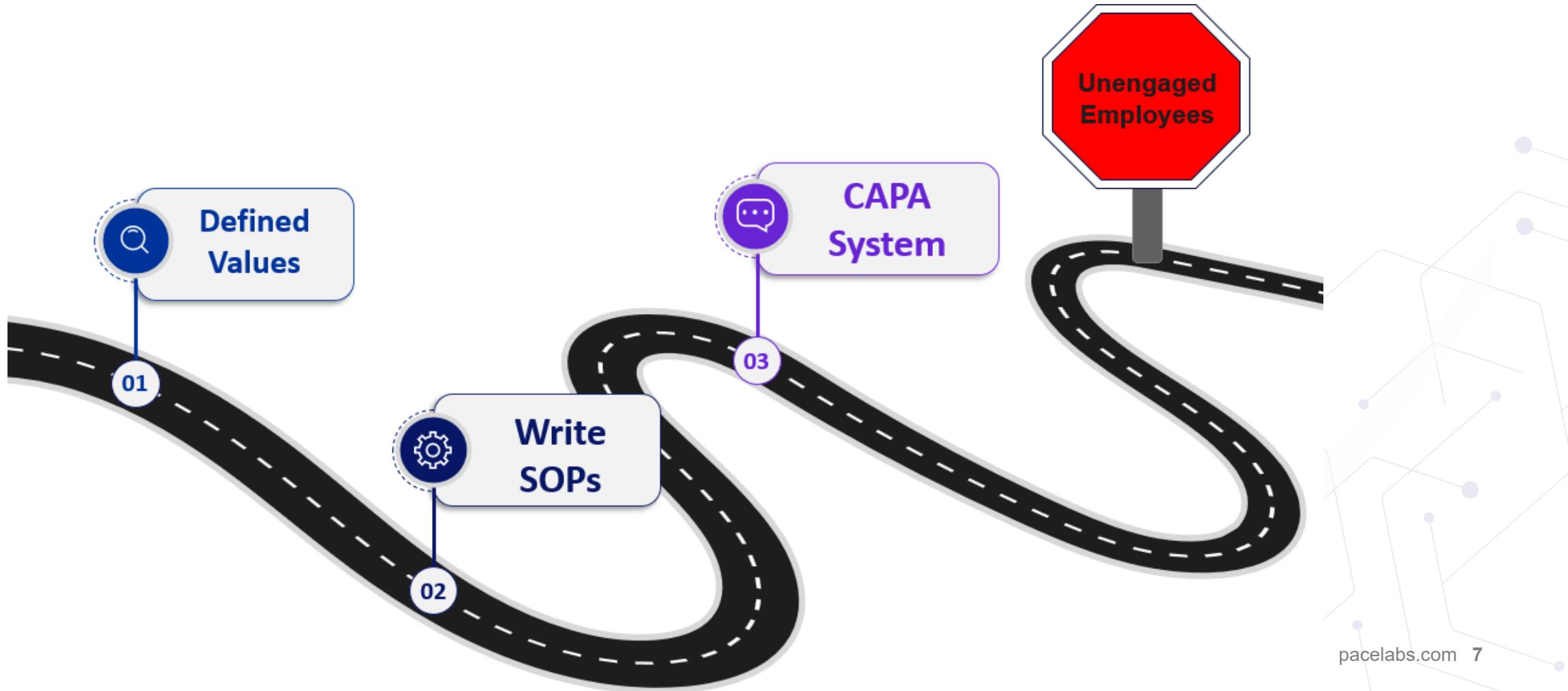
Activates values into behaviors



## COMMUNICATION

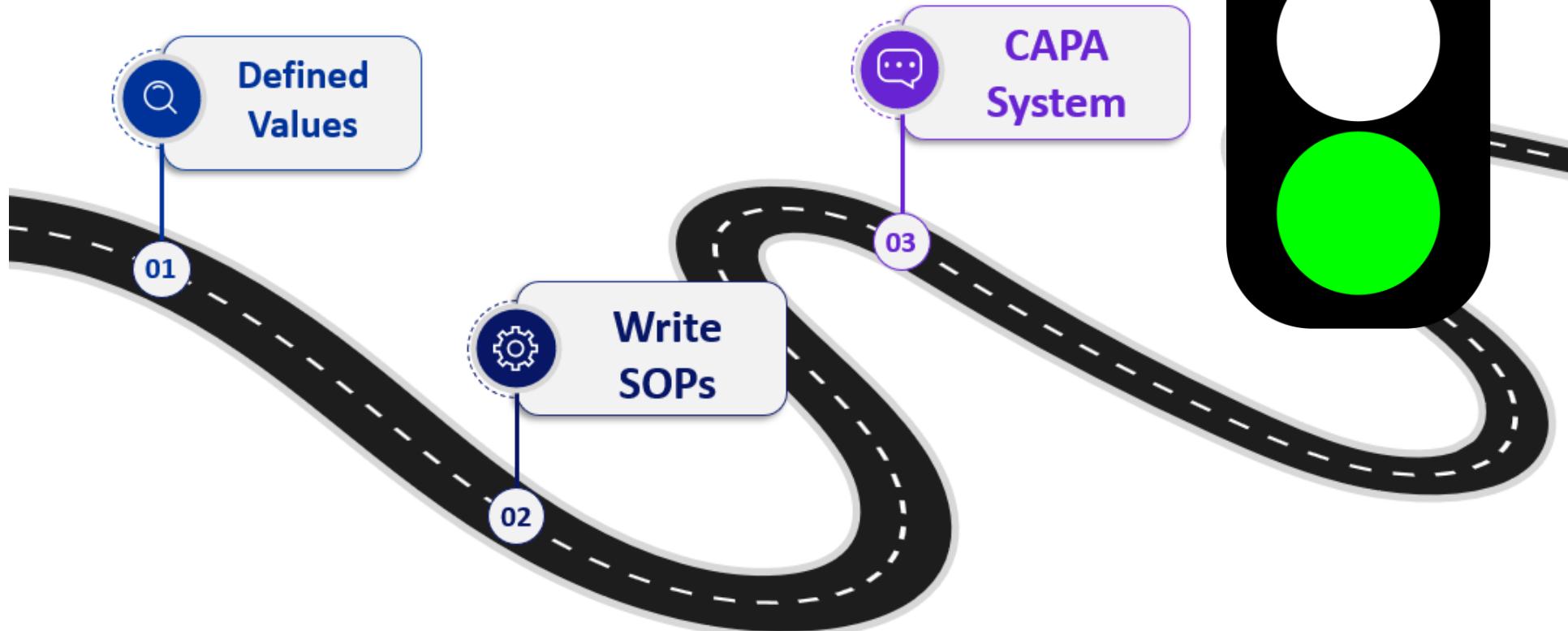
Drives action, Improvement and connection across the system

# 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

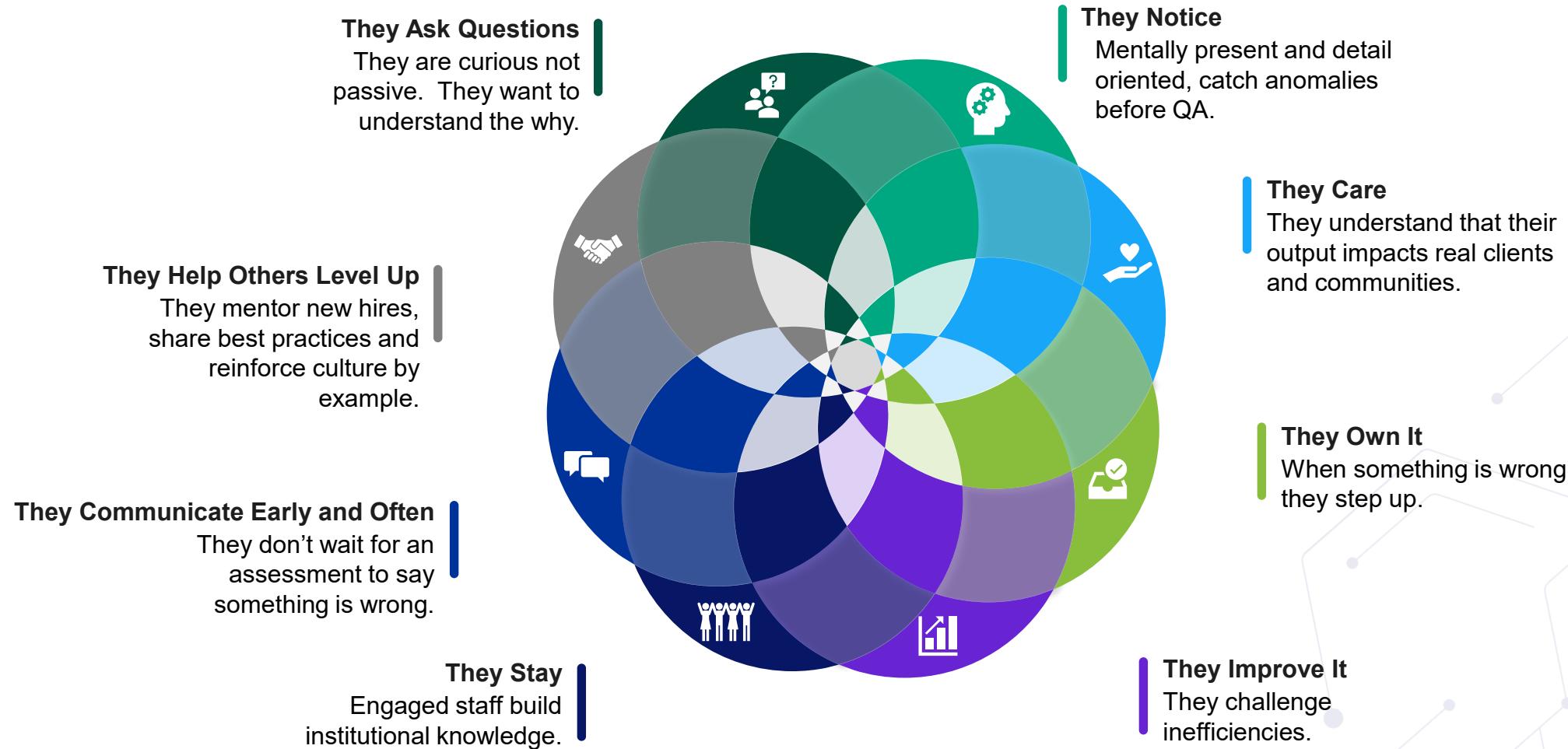
Review Quality  
Functions  
through a  
Cultural Lens

Listen in the  
Gaps

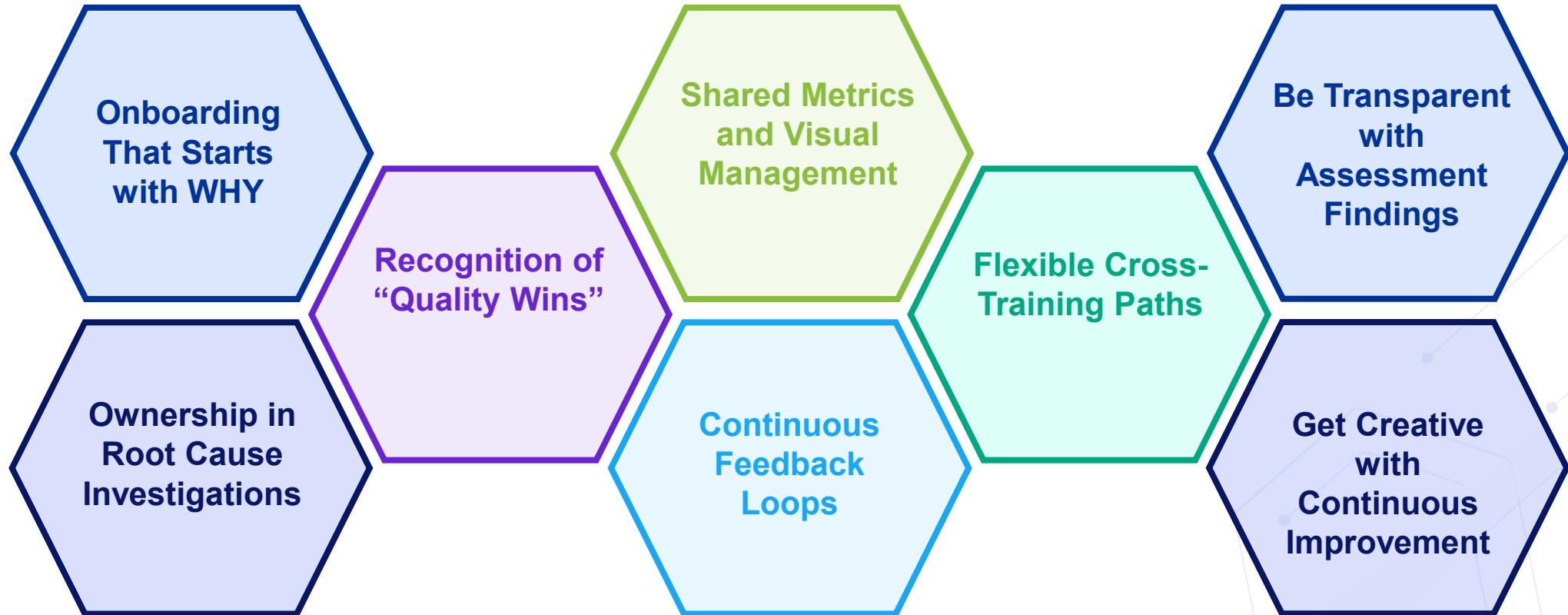
Test  
Communication  
Channels

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

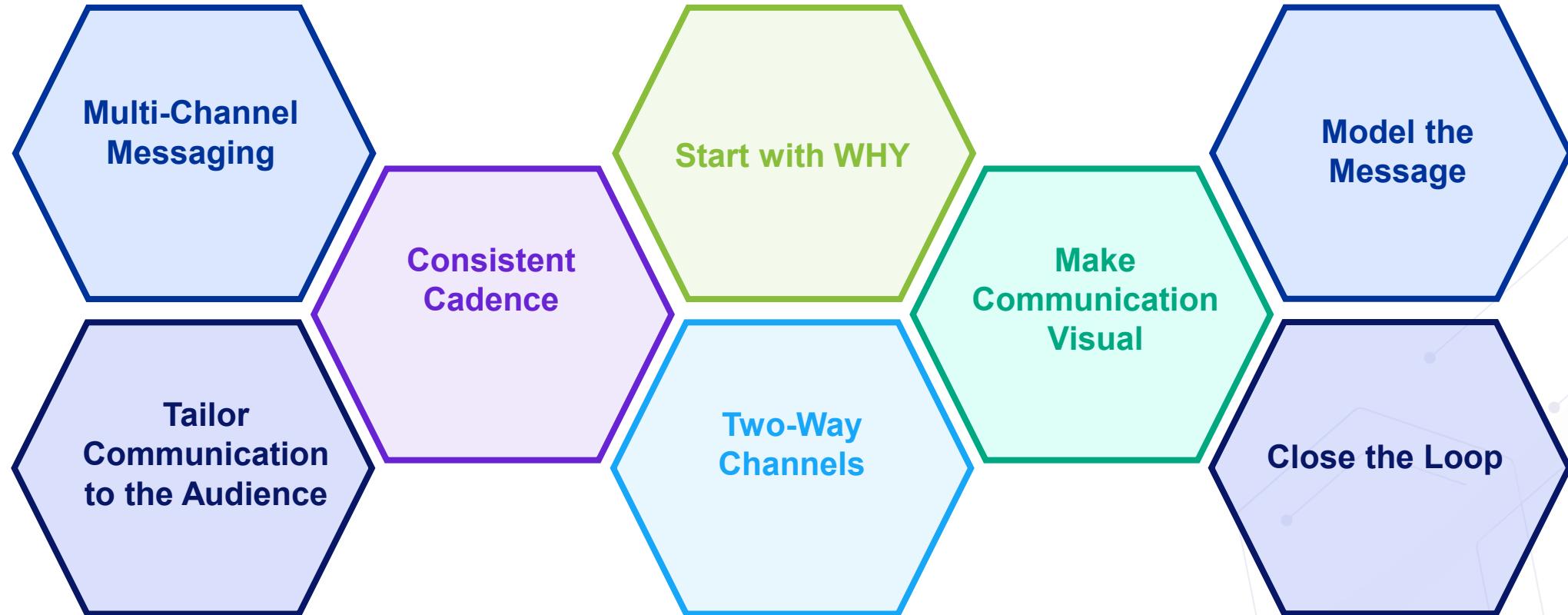
Suppresses Innovation and Growth

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

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## Real-World Wins

### Acknowledgment



### Investigation



### Removal

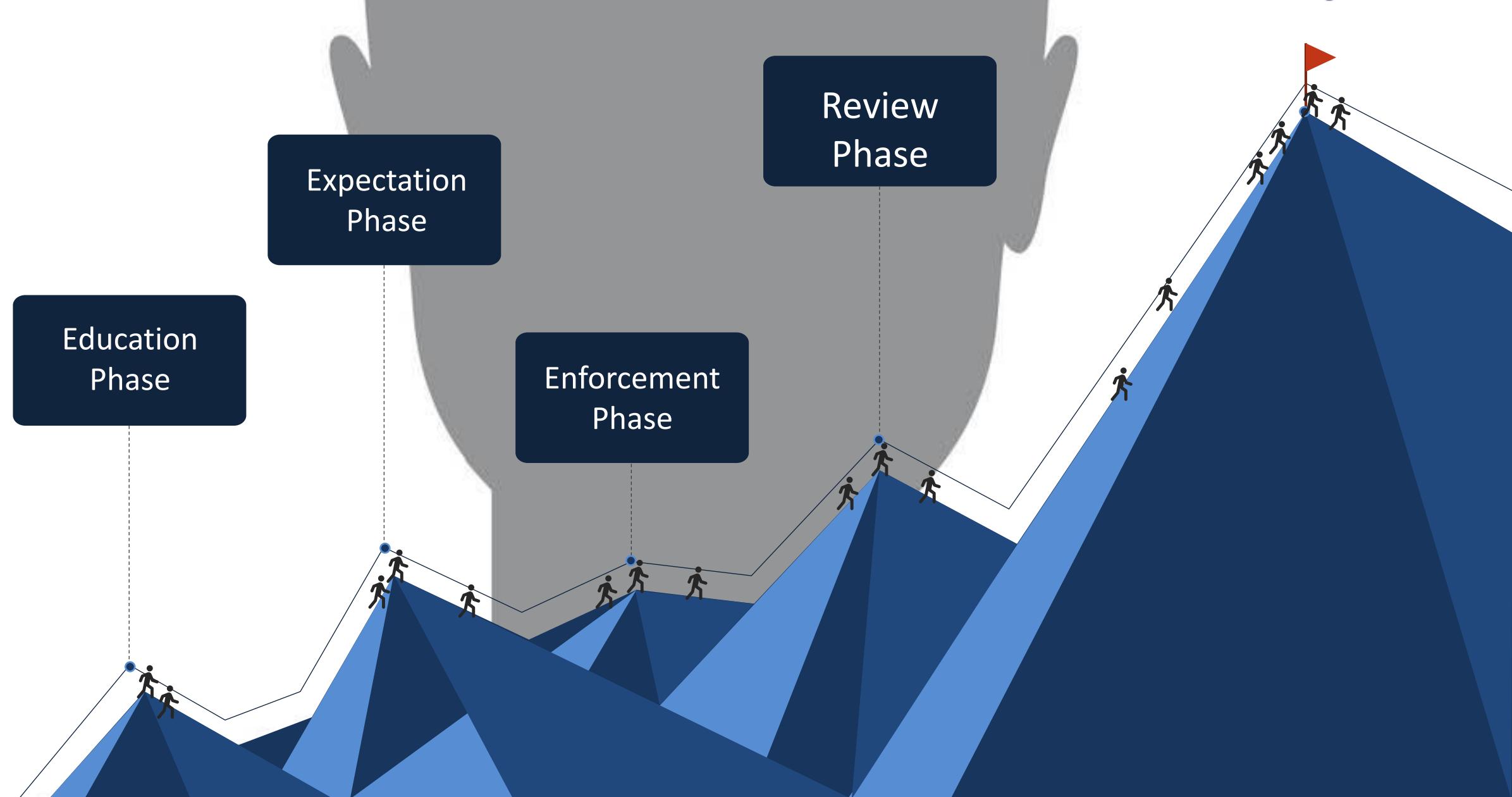


### Reset



# 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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