

'The Human Side of Quality'

by Claus Moller.

Quality is based on concrete and rational statements such as systems, methods, physical products and so on. An important shortcoming in many quality concepts is the absence of the human factor, which in effect is **the emotional aspect of quality**.

Methods for evolving quality development within the human side of quality are few. One method developed is by Claus Moller that takes people as its starting point.

- a) Focus precisely on the human factor in the overall quality of work.
- b) Offer concrete methods to develop the emotional side of quality, such as personal quality, team quality, and product / service quality.
- c) In this concept the level of quality is determined by attitude, commitment and behaviour of employees in specific situations.
- d) Make the quality concept simple and easy to understand for all levels in the organization.
- e) Highlight the individual advantage in performing at a high quality level.
- f) Involve all employees in the quality process.
- g) Make quality development a natural and integral part of the day-to-day work life of the organization.

Certification processes enable a measurement of the current level of quality and to develop ways of improving quality at all levels of the organization.

Certification helps to highlight that the quality delivered is standardized : not that it is good or bad.