

# Invitation from Cascades PNW ASQ June 13, 2023 Virtual Meeting

**DATE:**

Tuesday  
June 13, 2023

This is a virtual/online  
(GoTo Webinar) meeting.

Time: 6:00 pm to 7:00 pm PDT

Cost: Free for ASQ members  
and non-members

To register for this  
online/virtual meeting, click  
[here](#).

Attendance at this meeting earns  
0.5 RUs toward ASQ recertification.

For more information about the  
Cascades PNW ASQ section  
(0607), click [here](#).

For more information about our  
Columbia Basin ASQ section and  
other upcoming events, visit our  
[myASQ Community](#) or  
[www.asq614.org/](http://www.asq614.org/).



## Finance for Improvement: Using Cost-Based Cause and Effect



### Douglas C. Wood, CQE, CQA, CQPA, CMQ/OE, SSBB President, DC Wood Consulting, LLC

Cost of quality (COQ) is defined as a methodology that allows an organization to determine the extent to which its resources are used for activities that prevent poor quality, that appraise the quality of the organization's products or services, and that result from internal and external failures. Having such information allows an organization to determine the potential savings to be gained by implementing process improvements.

This presentation will cover cost of quality from a point of view of cause and effect, and risk. The core concepts of quality cost will be covered along with updated terminology. Selling the concept to leadership will also be discussed along with how to talk about risk

Learning Objectives:

- Link quality cost to three key portions of managing processes
- The PDSA of selling to management
- Some examples of quality cost in manufacturing, offices, services, construction, and healthcare

Join us on June 13 to learn more about cost-based cause and effect and how you can use it in your own organizations or business.

*About the speaker: Douglas C. Wood has over 40 years of experience in the areas of cost of quality, office waste, root cause analysis, and performance measurement. He has taught these subjects as well as auditing, Lean, Six Sigma, statistics, failure modes and effect analysis. His educational approach is one that provides interesting and applicable stories to show why the key points in the class are important. His classes go beyond providing tools and when/why to use them, but also how tools and approaches fit in context, and providing supporting material references for further learning.*

*Doug has been an examiner with the Kansas and the Missouri quality awards and co-edited the Certified Manager of Quality/Organizational Excellence Handbook (5<sup>th</sup> edition). He authored The Executive Guide to Understanding and Implementing Quality Cost Programs and edited Principles of Quality Cost: Financial Measures for Strategic Implementation of Quality Management (4<sup>th</sup> edition),*

*Doug's firm, DC Wood Consulting LLC, has worked with clients in manufacturing, healthcare, and transactional businesses.*