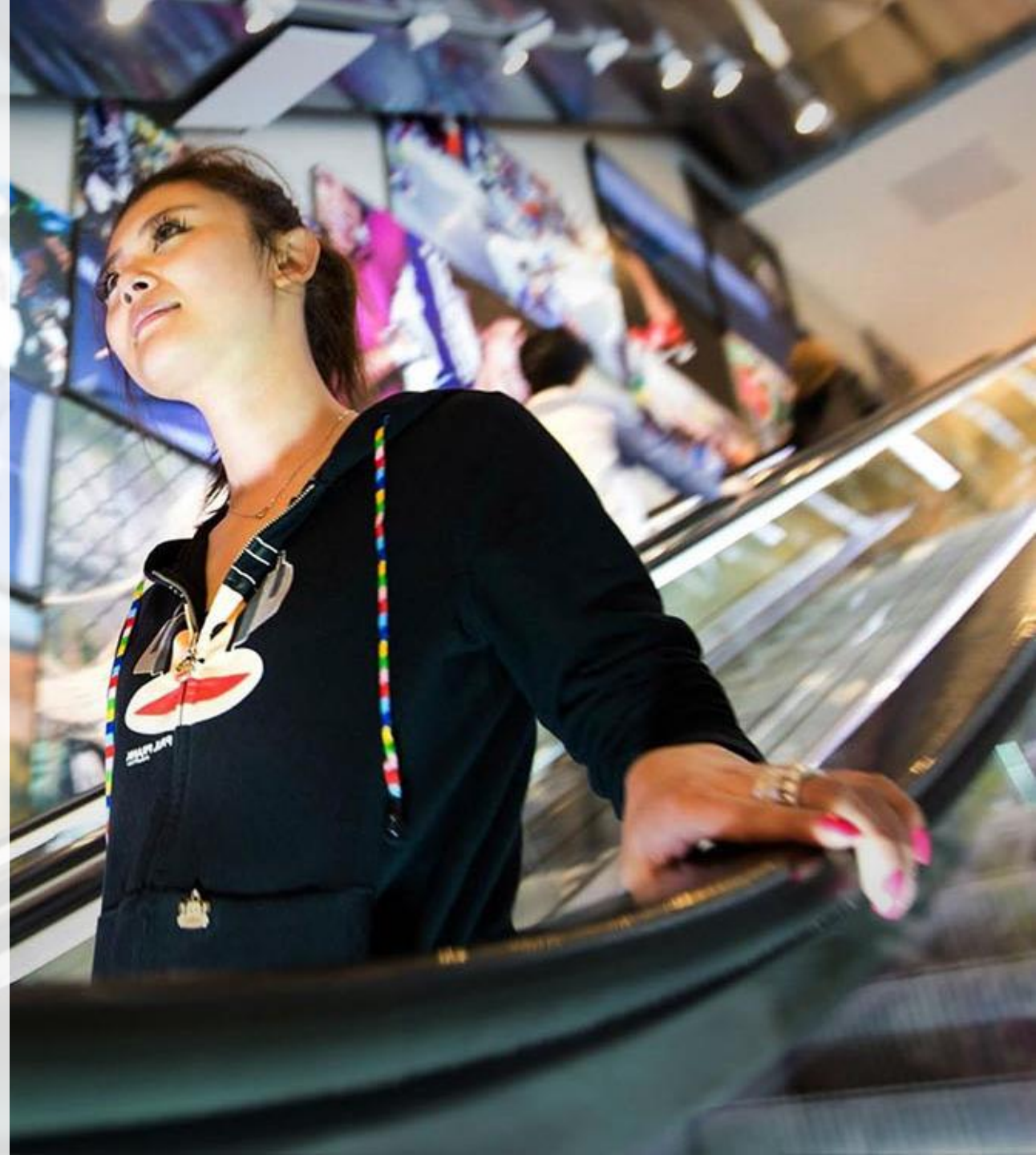


# Role of a leader when creating culture of quality

MAIJU NIINIVIRTA, FISTB 23.11.2021





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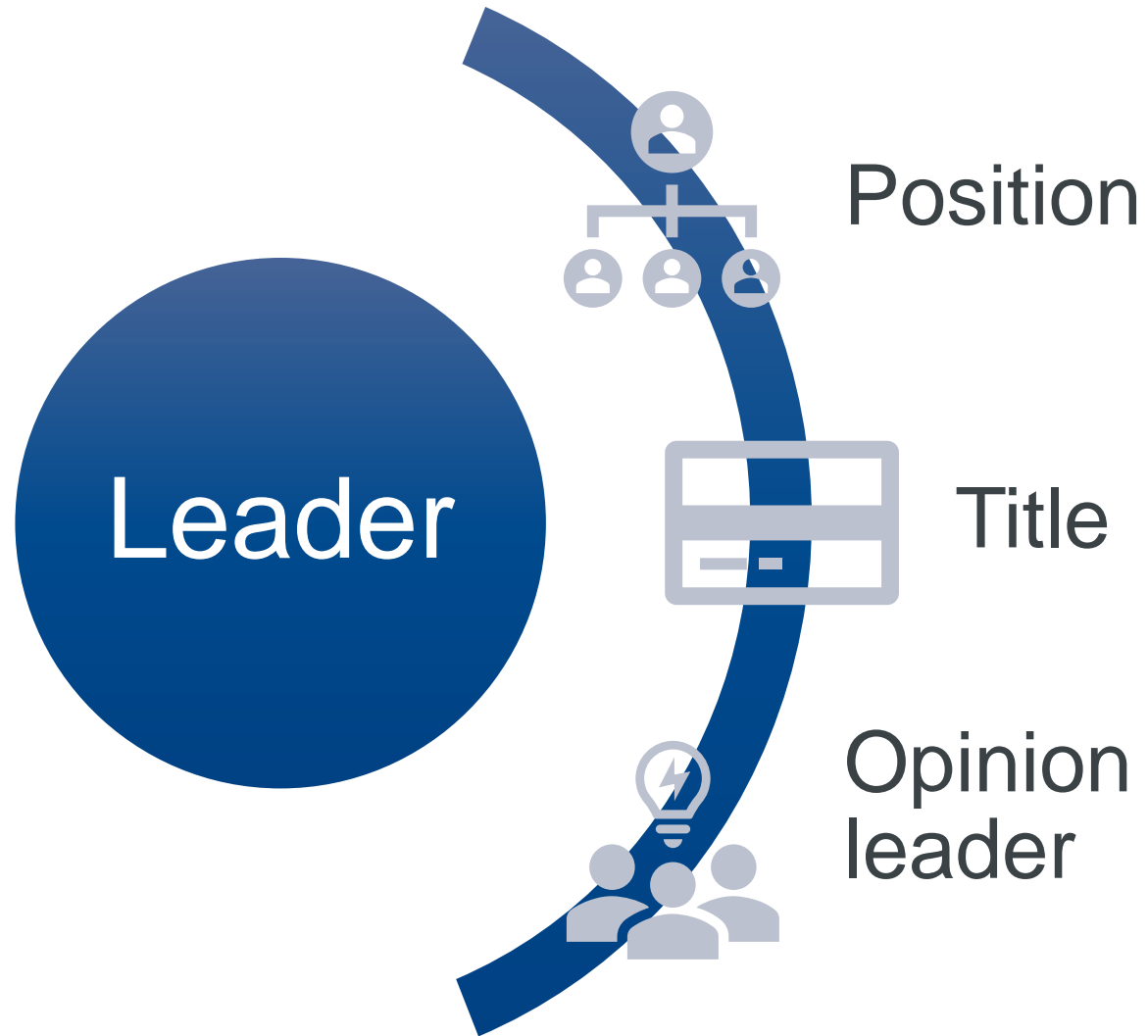
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# Content

- Setting the scene
- Why so many leaders' struggle with this topic?
- Role of leader when creating culture of quality

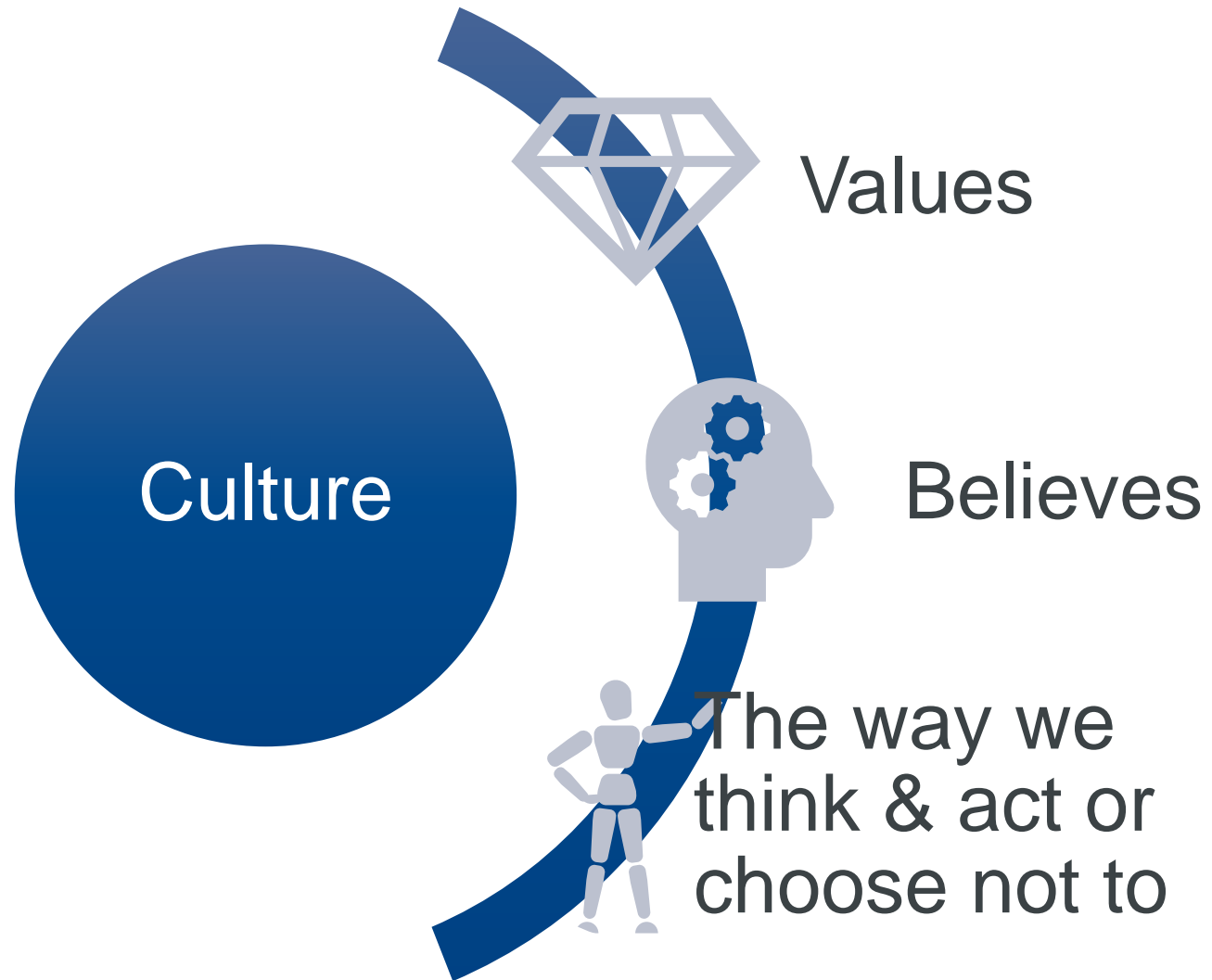


# Who are the **leaders**?



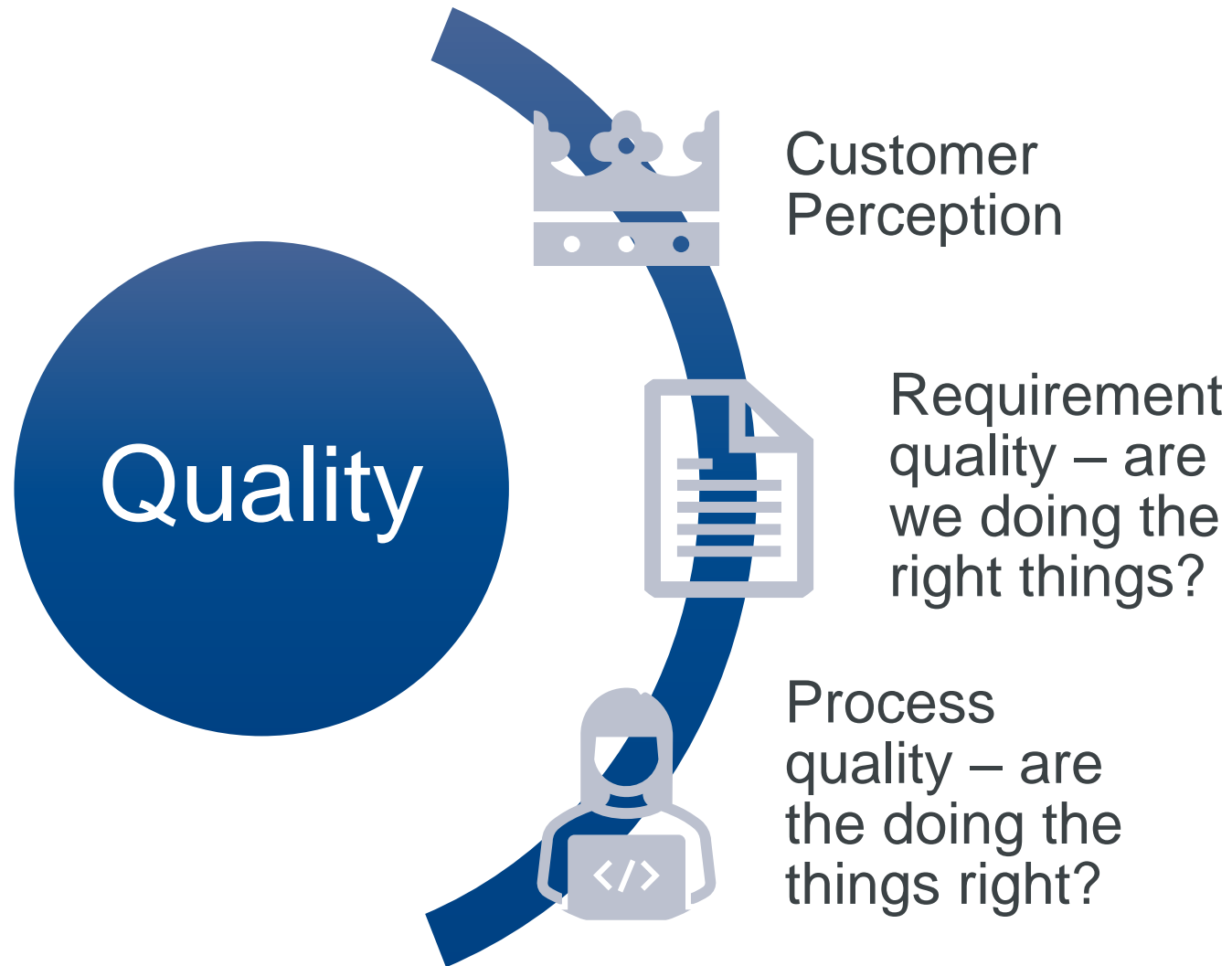
Depending on the situation  
we all are leaders  
and thus, have great effect on  
creating culture of quality

# What is culture



Culture is how we think & act

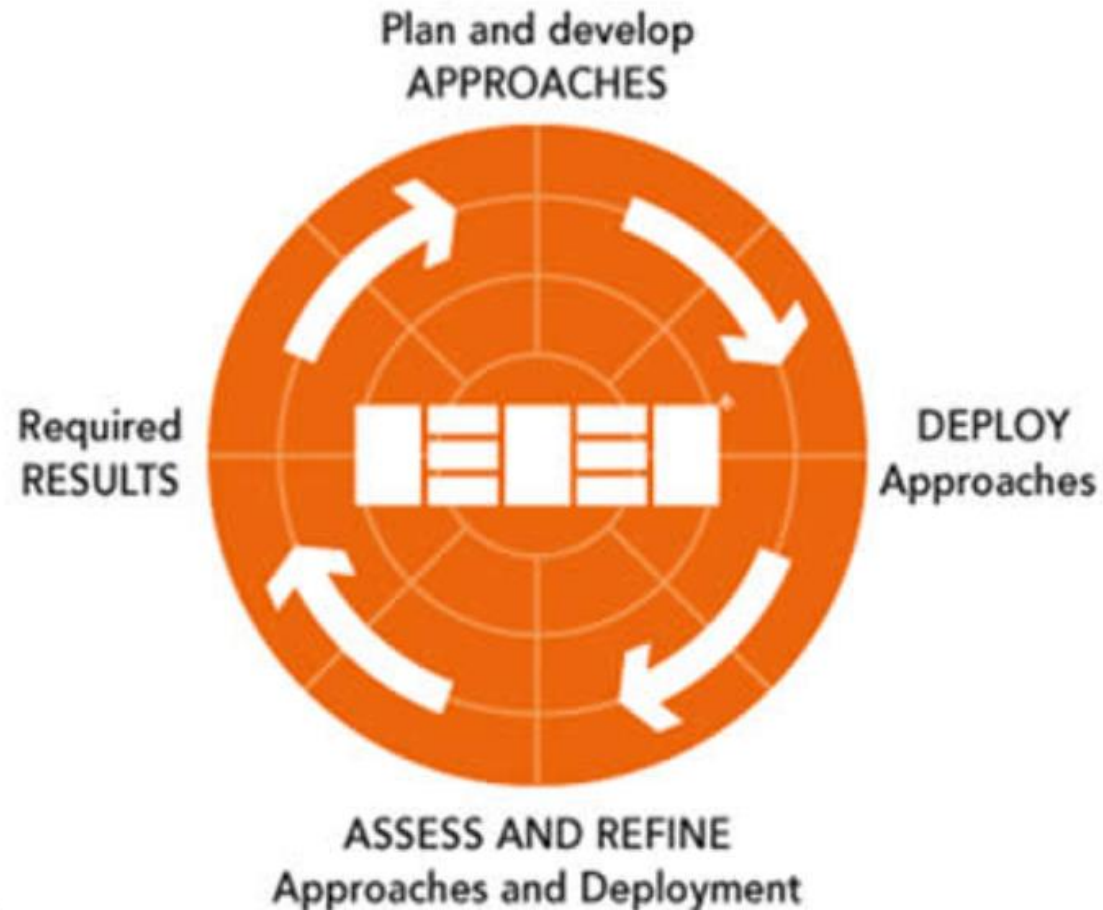
# What is **quality**?



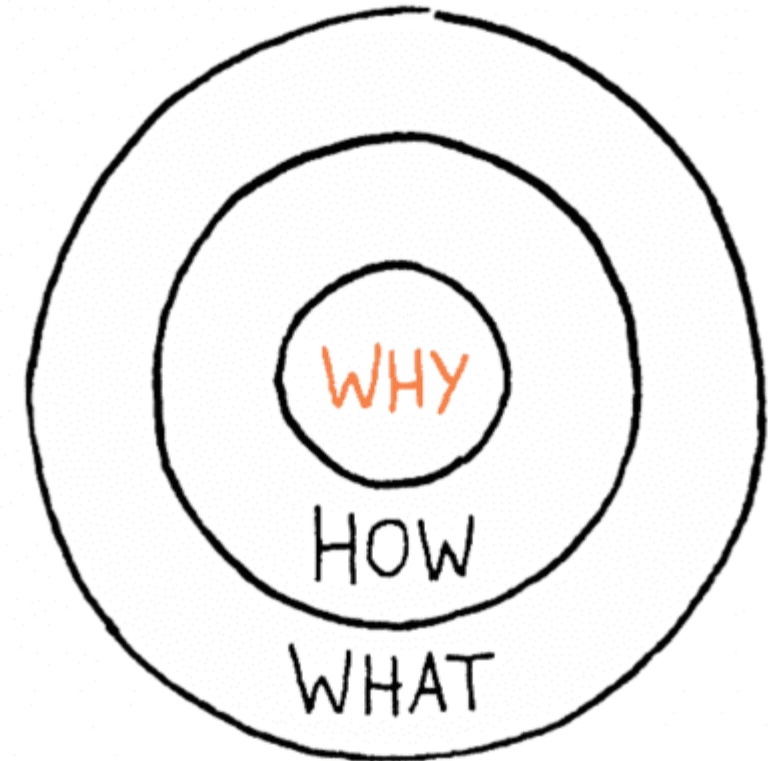


Quality is a feeling

# In theory leader's role in setting the scene for quality is simple



- EFQM – Radar Logic



- Simon Sinek – Golden Circle



Why many  
leader's  
struggle  
with this?





Culture eats  
(even) good  
plans for  
breakfast!



In real life  
you need to  
get your  
**CREW**  
moving  
willingly...





..and what  
is the role of  
leader,  
culture and  
quality in  
this?





Set the **DIRECTION & CONCEPT** of quality based on customer perception of quality and ensure that linkage to CX is understood by all.

Include quality into **STRUCTURES & ROLES** and make sure that quality metrics are part of management KPI systems.

Build strong & versatile **TEAM** that you trust and let them shine.

Ensure that **CUSTOMER FEEDBACK** loops exists, and **CONTINUOUS IMPROVEMENT** is a habit.







## CARE FOR YOUR PEOPLE

- be kind & authentic
- trust your team
- listen & coach



## HAVE COURAGE

- to talk about uneasy topics also
- to fail & try new things
- dream & aim high

## KEEP CUSTOMER FOCUS

- internal & external
- keep future focus
- develop team competences

## COLLABORATION

- give credit to whom it belongs
- build networks & relations
- help & ask for help



**The ultimate role of the leader  
when creating culture of quality  
is to lead thinking**

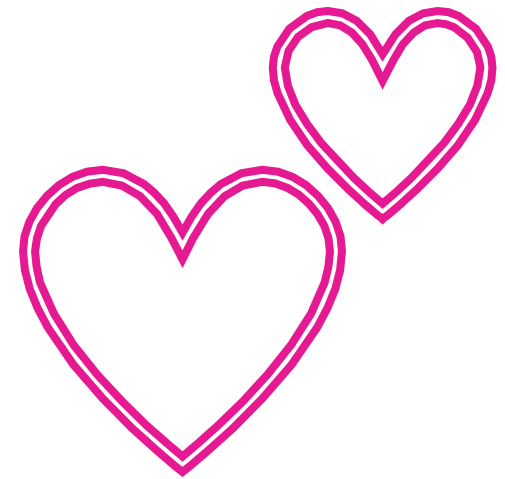
The quality of everything we  
do depends on the quality of  
the thinking we do first.

Quote by Nancy Kline





Leaders true value, and test, is their capability to get their crew walking to right direction ... and being able to do the right choices in daily life willingly, on their own.







Thank you!