
**Quality management — Guidance to
understand, evaluate and improve
organizational quality culture**

*Management de la qualité — Recommandations pour comprendre,
évaluer et améliorer la culture de la qualité organisationnelle*



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Introduction

0.1 General

The purpose of this document is to assist an organization in understanding, evaluating, and improving its quality culture to enhance organizational performance and to help achieve sustained success.

This document provides guidance on how to understand, determine, analyse, evaluate, implement, embed and sustain the desired quality culture consistent with the context of the organization.

It also details:

- the role of leadership and people engagement in achieving a desired quality culture;
- the role of quality culture in the performance of the organization in satisfying its customers and other interested parties;
- the ongoing determination of risks and opportunities for improvement relevant to quality culture;
- integration of the seven quality management principles (see 0.2) in the organization’s quality culture.

A representation of the framework for recommended actions is provided in [Figure 1](#).

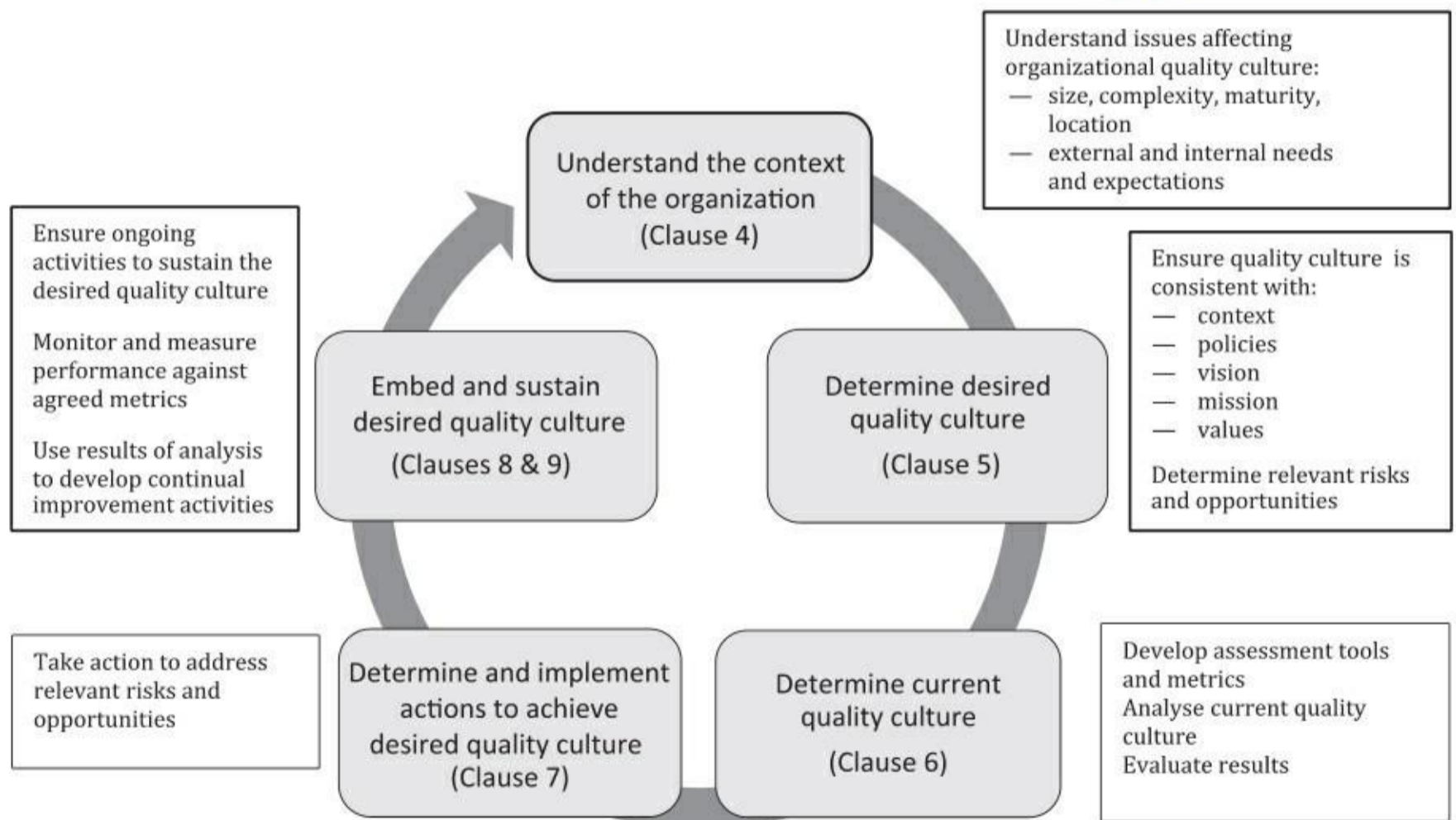


Figure 1 — Quality culture framework

0.2 Quality management principles and fundamental concepts

The quality management principles and fundamental concepts described in ISO 9000:2015 are reflected in this document as they can assist the organization in developing a quality culture that helps meet challenges that arise in today’s environment of change and increasing expectations.

ISO 10010:2022(E)

The seven quality management principles are:

- customer focus;
- leadership;
- engagement of people;
- process approach;
- improvement;
- evidence-based decision-making;
- relationship management.

NOTE Full descriptions of the quality management principles are provided in ISO 9000:2015, 2.3.