## Workshop: What Would We Not Pay For?

In order to identify the activities which contribute directly to the costs of poor quality, consider the following simple question: "What would we NOT be doing or paying for, if we did not have to deal with the poor quality issues?"

**Discussion Exercise:** Take a few minutes to identify routine examples of activities in your organization which are the result of process quality problems and which contribute to the costs of poor quality. Be prepared to share these examples:

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A Crucial Thought: One important dimension of the problem is not included in the standard model because there is no clear protocol for measuring it, that is, the loss of present customers or the inability to attract new ones as a result of poor quality.

How much weight would you give that "cost" for your company?

If you currently have no system to track the costs of poor quality in your organization, pay a visit to your controller and see what you can get started. You may find it better initially to stick with a simpler model that just tracks avoidable and unavoidable quality costs.