

Getting The Maximum Yield From Your ASQ Involvement



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Presentation Overview

This presentation is intended to show how ASQ Members can get more member value from ASQ involvement:

- The Maximum Yield Mindset
- Five Maximum Yield Powers of ASQ Membership
- Stepping Stones to Maximum Yield through pursuit of ASQ Recertification and ASQ Fellow Membership

Key Outcomes From Presentation

- **Value For Money:**
 - Identify savings and discounts to get more value for money spent on ASQ.
- **Implicit Value From Knowledge and Networks:**
 - Knowledge of Quality Content will help advance career and academic pursuits
 - Cultivation of networks will enable influential contacts to support your goals.
- **Create a Personal Journal and Professional Portfolio:**
 - Personal journal will track activities, benefits, and lessons learned.
 - Professional portfolio will establish eligibility for higher recognitions.
- **Attain Privileges and Recognitions:**
 - Achieve and acquire the perks and compounded benefits from a long-term affiliation with ASQ.

1. The Maximum Yield Mindset

If you look at ASQ like a conciierge, serving your needs as a customer

- You will be dissatisfied and left wanting.

If you look at ASQ like a charity, altruistically donating your time and expertise.

- You will be consumed without equitable rewards or benefits.

If you look at ASQ opportunistically as an ongoing project, through which you can advance and perfect your personal capabilities.

- You will grow and your growth will be recognized and rewarded in due stages. You will get out **ten-fold** of what you willingly first put in.
- Your “sphere of influence” will benefit from your involvement, and in turn advocate for your personal and professional advancement.
- Your example will inspire others to join, collaborate, and succeed.



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Personal Commitment to Quality

Balance accomplishments with failures

Success is summarized with five key points:

- Involvement is welcomed
- Credibility is accepted
- Contributions are valued
- Initiatives are supported
- Outcomes of efforts are trusted



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Personal Commitment to Quality

Personal and organizational achievements do not occur randomly but result from:

- Personal commitments and positive habits
- Personal development and improvement
- Enthusiasm and optimism

Getting Maximum Yield from any endeavour or organization first requires a **Personal Commitment** to succeed.

Are you willing to make Personal Commitments toward your activities and achievements within ASQ?

(i.e. Become an ASQ Fellow, Speak at an ASQ Conference, Write an article for Quality Progress, Get 3 ASQ certifications, etc.)

2. 5 Maximum Yield Powers of ASQ

The 5 “**POWERS**” of ASQ provide members with opportunities for member value:

- ***1. Accessibility***
- ***2. Prestige***
- ***3. Precision***
- ***4. Mobility***
- ***5. Rewards***



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1. Power of Accessibility

ASQ is accessible to anyone at any time in person or online, regardless of experience, industry, level, location, or background.

Anyone can join and participate in ASQ

- ASQ provides members with **valued outcomes**
- ASQ produces **reasonable returns** on the investment in money, time, and services expected from the membership
- ASQ provides members with **opportunities for career improvement and growth**
- ASQ promises **relevant membership services** based on the needs of Quality practitioners today and in the future

2. Power of Prestige

ASQ originated over 70 years ago from the “Pioneers of Quality” and is now the leading global society for the Quality profession.

- ASQ Pioneers of Quality and Honorary Members:
 - Shewhart, Deming, Juran, Feigenbaum, Crosby
 - Ishikawa, Kano, Taguchi
 - Harrington, Watson, Hromi
- Prestige continues in the 21st Century
 - International Excellence Models (i.e. Canadian Excellence, Baldrige in USA)
 - Multiple ISO Committees (i.e. Quality, Social Responsibility)

3. Power of Precision

ASQ is not “One-Size-Fits-All”; there are diverse programs and available options to support multiple types and traits of members.

- Enjoy tailored and targeted benefits in order to create interest and desire to be engaged and involved in ASQ.
- Do members view themselves as:
 - A **net customer and recipient** of ASQ products and services,
 - A **net contributor** by being an author, presenter, or leader
- Do members orient themselves:
 - To Quality Body of Knowledge and **intellectual content**,
 - To the **social and networking** aspects

3. Power of Precision

Four distinct archetypes to show different paths to Maximum Yield.

- **MAVEN:** Gatherer and collector of Quality Knowledge, for their work or education
- **ADVOCATE:** A practitioner seeking to congregate with other like-minded professionals across industries and geographies
- **ARTISAN:** A provider of expertise or services who interacts through ASQ to promote and enhance their career or practice
- **CONNECTOR:** A leader and influencer who initiates and directs success through people



3. Power of Precision

ASQ is not “One-Size-Fits-All”; there are diverse programs and available options to support multiple types and traits of members. There are four distinct “seasons” that could be targeted to emphasize particular ASQ benefits and programs.

SPRING (students, novices)

- student support, Quality Body of Knowledge (QBoK), scholarships, mentoring

SUMMER (practitioners, consultants, academics)

- networking, training, certification, and experience

AUTUMN (new arrivals, executives, recent employment shifts, entrepreneurs)

- career change, business development, relocations, and professional transitions

WINTER (seasoned practitioners, retirees)

- publishing, instruction, conference presentations, recognitions, and mentorship

4. Power of Mobility

ASQ is standardized and sustained to offer a consistency and comity across locations, and support upward and transitional mobility of members throughout their career and life journeys.

Advance and and transition ASQ member involvement by:

- Level (practitioner, supervisor, leader, executive)
- Expertise (student, novice, expert, mentor, innovator)
- Geography (core location, virtual, relocation, global involvement)
- Transition (industry, employee to contractor, instructor, author)
- Stature (Student, Organizational, Professional, Senior, Fellow)

5. Power of Rewards

ASQ provides members with multiple opportunities for positive returns, cost recovery, income potential, and long-term benefits.

Cost Recovery and Yield on Investment

- ASQ Pays For Itself Through Cost Recovery
- ASQ Rewards Merit and Active Involvement
- ASQ Involvement Activates More Member Value
- ASQ Member Benefits exceed membership fees
- ASQ helps to open new doors and expose new educational, career, and professional opportunities

5. Power of Rewards

ASQ offers financial benefits across all ages and levels, providing advantages to deliver positive returns on time and money invested.

ASQ Student Member (\$31 USD) – Limited Time	ASQ Professional Member (\$169 USD)	ASQ Senior/Fellow Member (\$169 USD)
Monthly Gift Bundles	Monthly Gift Bundles	Monthly Gift Bundles
Member Discounts for Programs, Events, Certifications, and Publications	Member Discounts for Programs, Events, Certifications, and Publications	Member Discounts for Programs, Events, Certifications, and Publications
Certification Renewal Savings	Certification Renewal Savings	Certification Renewal Savings
	Eligible for election to Member Leader roles	Eligible for election to Member Leader roles
		Option for a Free ASQ Journal
		Option to be WCQI Reviewer
		Additional Perks (i.e. luncheons)

5. Power of Rewards

- Maximize ASQ membership retention and loyalty through involvement with conferences, certifications, publications

Non-Member	ASQ Professional Member (\$169 USD)	ASQ Senior/Fellow Member (\$169 USD)
No Membership Fees	\$845 Membership Fees	\$845 Membership Fees
No Certification Discounts	\$300 Certification Discounts	\$300 Certification Discounts
\$390 No Recertification Discounts	\$280 Recertification Discount	\$280 Recertification Discount
\$525 No Journal Subscription	\$200 Journal with Membership Discount	\$525 Complimentary Journal
No Monthly Membership Gift Bundles	\$500 in Monthly Membership Gift Bundles	\$500 in Monthly Membership Gift Bundles
CUMULATIVE MEMBER YIELD >>>	\$435	\$760
ANNUALIZED MEMBER YIELD >>>	\$87	\$152

5. Power of Rewards

Long-Term ASQ membership compounds Maximum Yield through involvement with Conferences, Certifications, Publications

Involvement and Maximum Yield

- **Conference attendance** supported by member-leader discounts, volunteer opportunities, speaking and presenting, exhibiting, and being a reviewer or moderator
- **Certifications** offer continued education, contributions to bodies of knowledge, honoraria and travel to ASQ HQ for workshops.
- **Publications** provide opportunities for exposure, stature, inclusion in editorial review boards, and potential for royalties and other perks.



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5 Maximum Yield Powers of ASQ

Recap: The 5 “**POWERS**” of ASQ provide members with member value:

- ✓ **1. Accessibility:**
 - ✓ Making participation accessible
- ✓ **2. Prestige:**
 - ✓ Projecting prestigious impressions
- ✓ **3. Precision:**
 - ✓ Identifying individual needs
 - ✓ Providing diverse activities
- ✓ **4. Mobility:**
 - ✓ Ensuring professional success
- ✓ **5. Rewards:**
 - ✓ Promoting member benefits;
 - ✓ Sustaining gains and rewards

3. Stepping Stones to Max. Yield

- Understand the requirements from ASQ Recertification and Fellow Membership.
- Set goals and work towards accomplishing specific outcomes and achievement levels.
- Retain documentation of accomplishments and communicate to ASQ periodically.
- Build on foundation of early “small victories” to continue and sustain growth.



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ASQ Recertification Summary

- Alternative to rewriting ASQ Certification exams every three years.
- Credit obtained from work experience and professional involvement.
- Target to strengths and capabilities: writing, teaching, volunteer work, additional courses, conference attendance, etc.
- Track and submit to ASQ for approval

ASQ Fellow Summary

- Member upgrade available to ASQ Senior Members, based on experience and time.
- Recognition, added perks, and Fellow peer group involvement enhance ASQ benefits.
- Guidance shows 8 achievement levels across 6 categories, with increasing “points” assigned to progressive steps.
- Track and submit to ASQ for approval



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ASQ Recertification Categories

Available online at <https://asq.org/cert/myru>

- Enter evidence demonstrating achievements across categories
- Target: 18 RU (Recertification Units) within 3 years.

Activity Type	Examples	Activity Type	Examples
Professional Development	Attending Conferences	Employment	Professional Work
Instructor	Teaching Courses	Meetings	Regular Events
Student	Attending Courses	Committees	Member Leader Work
Multimedia	Viewing Webinars	ASQ Membership	Member Retention
Certifications	New credentials earned	Publishing	Articles, Presentations
Proctoring	Monitoring examinations		

ASQ Recertification Categories

Recertification necessitates a personal activity journal, advancing in scope to become a professional portfolio.

Consider a 3 year/ 18 RU approach to recertification.

- Remain in ASQ (1.5 RU)
- Gain employment in Quality for 60% of period (6.0 RU)
- Attend 2 Section meetings per year (3.0 RU)
- Support Section or Technical Community as member leader, committee member, or volunteer (3.0 RU)
- Watch webinars on ASQ Monthly Member Gift Bundle (2.0 RU)
- Write 1 article/year in each year for any ASQ newsletter, journal, or publication (3.0 RU).



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ASQ Fellow Categories

Fellow Matrix Available online at

<https://asq.org/about-asq/governing-documents>

Enter evidence demonstrating achievements across categories, scored from 1-8 to show 28 Fellow points.

Proficiency Areas	Examples	Proficiency Areas	Examples
I. Technical Competence	ASQ Certifications: Inspector/ Technician, Analyst, Auditor, Engineer	IV. ASQ Activities	Volunteer, Elected Leader, Editor, Chair, Director
II. Occupational Responsibility	Practitioner, Professional, Manager, Functional Head, Executive	V. Non-ASQ Professional Activities	Functionally Active, Leadership Role, Assessment Judge
III. Publications	Articles, Presentations, Peer-Reviewed Journals, Books	VI. Teaching or Consulting	Part-time teaching of advanced Quality. Part-time consulting for academic faculty.



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3. Stepping Stones to Max. Yield

- “**Stepping Stones**” represent the individual components needed to accomplish the breadth and depth of activities qualifying an ASQ Member for recertification or ASQ Fellow Membership.
- Pursuit of long-term goals (i.e. ASQ Recertification) promotes Opportunism within ASQ.
 - Speaking for RU points helps the Section or Technical Community who needs a monthly speaker or presenter.
 - Publishing for Publications credit helps the journal editor in need of articles and updated content.

3. Stepping Stones in ASQ

- “**Stepping Stones**” can represent specific Asks and Expectations for ASQ members’ “***Sphere of Influence***”

Seek compatible, supportive Member Units for ASQ targets

- Foundational Capabilities: Get foundational skills reinforced at ASQ Statistics Technical Community to support CQE, Six Sigma, and other certifications where statistics are tested. Other groups (i.e. Lean Enterprise, Audit, etc.) can be explored.
- Industry Alignment: Depending on your industry, orient towards the technical communities that match your industry (i.e. Medical Device, Design & Construction, Software, Reliability, etc.)
- Advanced Quality Content: Build on tactical practitioner knowledge with managerial and strategic insights from ASQ’s Quality Management Technical Community.



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3. Stepping Stones for Progress

- **“Stepping Stones”** also represent incremental levels of achievement that are constructive toward accomplishing your ultimate Personal Commitments.

GOAL	STEPPING STONE(S)	RATIONALE
Six Sigma Black Belt Certification	<ul style="list-style-type: none"> - Six Sigma Green Belt - Six Sigma Improvement Projects and Outcomes 	Practice with a lesser test and gain experience
Author of Article Published in Quality Progress	<ul style="list-style-type: none"> - Contribute to Section newsletter - Add to peer-reviewed Journals 	Get used to ASQ publications and peer-reviewed journals
Present at ASQ WCQI	<ul style="list-style-type: none"> - Present at local sections - Volunteer at WCQI as a Reviewer and Moderator 	Build personal communication skills, learn from current WCQI presenting styles

The Maximum Yield Personal Testimony

... from modest Saskatchewan roots; enjoying ASQ on “House Money”

As of Feb. 2021 gets the following return from \$169 USD annual dues:

- Fellow Member: saving \$105/year on a free journal
- Synchronized renewal of 7 certifications: annual savings of \$266.67
- Published in January 2021 Quality Progress (priceless)
- Conference presenter at ASQ 2021 Lean & Six Sigma Conference, earning complimentary registration worth \$699
- Conference presenter at ASQ 2021 WCQI, earning complimentary registration worth \$949
- 2021 ROI so far: \$169 dues vs. \$2,019.67 (12:1 ROI)
- Also consider Royalties, Honoraria, and other perks ...



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Circle Back: Maximum Yield

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✓ Create a Personal Journal and Professional Portfolio:

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✓ Attain Privileges and Recognitions:

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Comments / Questions

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