

Graphical representation what is quality as the basis of formation of culture production or services provision

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Abstract

© Medwell Journals, 2015. The study analyzes the role of graphic reflection of understanding the quality, given examples of the use of icons in order to create a new culture of quality. The researchers' vision of a human's culture cycle as the basis of operating culture and services is justified. The researchers prove the need for the formation of a unified information space of the graphic organization through the prism of the main provisions of constructing a system of quality management system, covering all spheres and levels of activity, all categories of employees. According to the researchers, the key role of graphical representation of images which refers to the quality of the organization is to develop a culture's quality of an employee which in turn, creates the operating culture and (or) delivery of services. For the foregoing reasons, the researchers attempted to give graphic understanding of what is the quality in the organization, formed on the basis of Quality Management System (hereinafter QMS). The approach to improve the operating culture and delivery of services is justified. The model of the graphical representation of the QMS in the organization, introduced by the researchers, allows us to identify and describe the processes to conduct self-evaluation and SWOT analysis, define the direction, mission and policy of SMART objectives in the field of quality. Finally, considered by the authors approach to visualization of the processes allows us to perform strategic, operational and project management by objectives, taking into account the internal and external situation with correctly prioritized development.

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Keywords

Corporate culture, Development, Graphic image, Quality, Quality culture, Quality management system, Quality philosophy, Services