

Quality Management Strategy Checklist

Running quality as an operating strategy, not just an annual certification exercise

ISO 9001 • Quality Management • QMS • Continual Improvement

Passing an ISO 9001 audit proves your documentation holds up once a year. It does not prove quality is actually managed the other 364 days. This checklist covers the operational side of a quality management strategy — the practices that keep a QMS genuinely running between audits.

A Objectives & Leadership

- ☐ Cascade quality objectives from organisational strategy down to team-level, measurable targets
- ☐ Review quality objectives against live operational data, not only ahead of an audit
- ☐ Confirm leadership owns quality performance, not only the QA/quality department
- ☐ Set targets that are specific and measurable, not generic statements of intent

B Supplier & Incoming Quality

- ☐ Define a formal supplier evaluation process before onboarding, not just on first failure
- ☐ Track incoming-material or incoming-service quality against defined acceptance criteria
- ☐ Set an escalation path when a supplier repeatedly fails quality checks
- ☐ Review supplier performance on a set cadence, not only when a problem occurs

C Process Standardisation

- ☐ Standardise critical processes so output quality does not depend on who is on shift
- ☐ Maintain calibration records for equipment that affects product or service quality
- ☐ Link calibration and maintenance schedules to the processes that depend on them
- ☐ Review process deviations for patterns across shifts, sites or teams

D Nonconformance & Root Cause

- ☐ Investigate the root cause of every nonconformance, not just the immediate symptom
- ☐ Verify a corrective action actually resolved the root cause before marking it closed
- ☐ Track recurrence of the same or similar nonconformances over time
- ☐ Escalate a nonconformance that keeps recurring despite prior corrective action

E

Continuous Improvement & Culture

- ☐ Give frontline employees a clear channel to raise quality issues and suggestions
- ☐ Feed employee-raised issues into the same improvement pipeline as formal audit findings
- ☐ Recognise and act on suggestions, not just collect them
- ☐ Track improvement initiatives through to measured effect, not just completion

F

Reporting & Governance

- ☐ Report quality performance to leadership on a set cadence, not only pre-audit
- ☐ Make quality data visible across departments, not siloed within QA
- ☐ Review the quality strategy itself periodically, not only the QMS documentation
- ☐ Confirm quality metrics tie back to real customer or operational outcomes, not just internal process compliance

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