

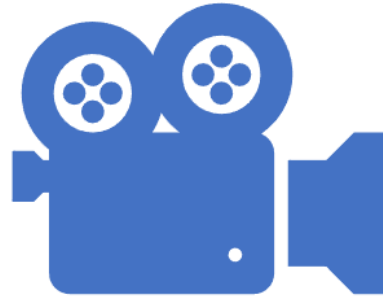
ISO 9004

A Process Approach to Sustained Success

Participant Workbook Lesson #1 – Clauses 3, 4 & 5

1. Terms and definitions [Clause 3]
2. Quality of an organization and sustained success - Clause 4]
 1. Quality of an organization [4.1]
 2. Managing for the sustained success of an organization [4.2]
 3. Considering the needs and expectations of Interested Parties [4.2.2]
3. Context of an organization [Clause 5]
 1. Relevant interested parties [5.2]
 2. External and internal issues [5.3]

Each unit has a
video followed by
a quiz...





STOP THE VIDEO ANY TIME TO
MAKE NOTES!

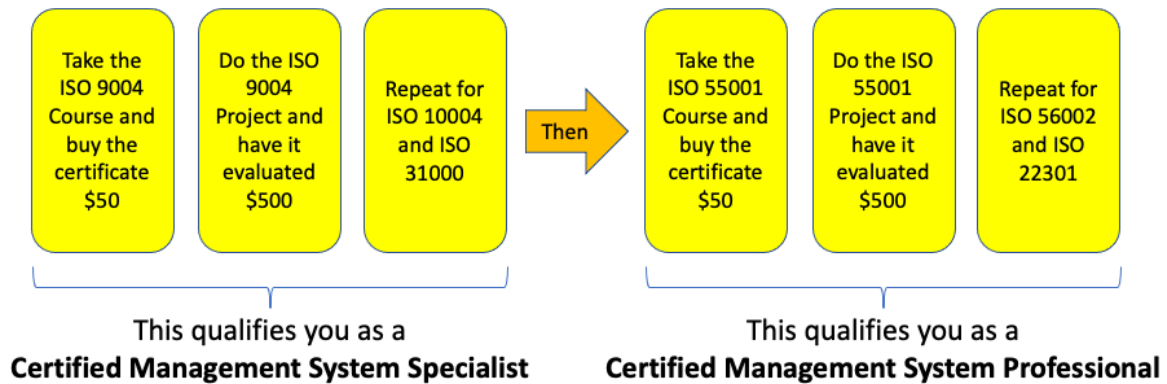


STOP THE VIDEO ANY TIME
TO MAKE NOTES!



REFER BACK TO THE VIDEO
DURING THE QUIZ...

Here's your path to the 'Certified Management System Professional' Designation:



From ISO 9004:2018 Clause 4.1...

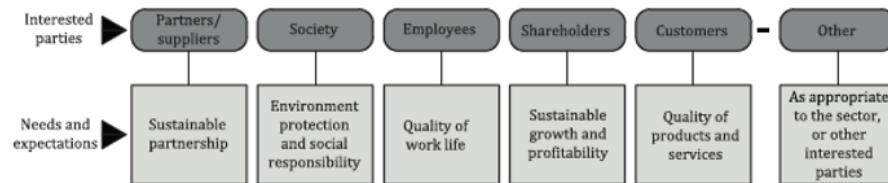


Figure 2 — Examples of interested parties and their needs and expectations

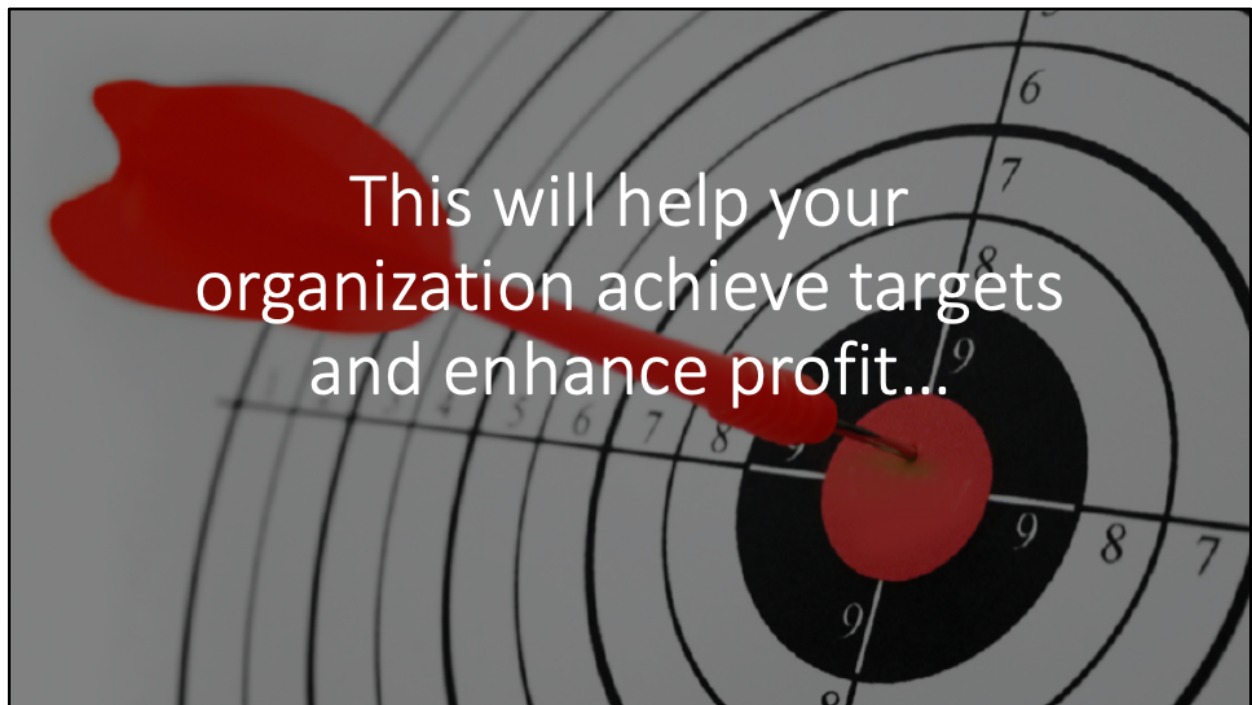


Consideration of the needs and expectations of interested parties can enable the organization:

- a) to achieve objectives effectively and efficiently;
- b) to eliminate conflicting responsibilities and relationships;
- c) to harmonize and optimize practices;
- d) to create consistency;
- e) to improve communication;
- f) to facilitate training, learning and personal development;
- g) to facilitate focus on the most important characteristics of the organization;
- h) to manage risks and opportunities to its brand or reputation;
- i) to acquire and share knowledge.



Communicate These Goals Continually Throughout
Your Organization

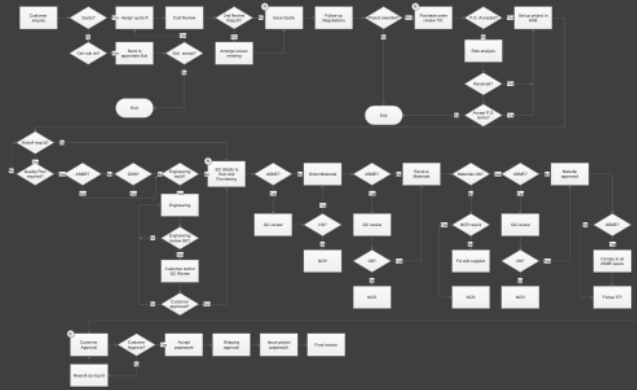


—

This will help your
organization
harmonize
responsibilities and
departmental
interactions...



This will help
your
organization
improve work
flow...



This will help
your
organization
improve
consistent
product and
service
delivery...



This will help your
organization
Improve
communication





This will help your organization
Improve training, learning and
employee development...

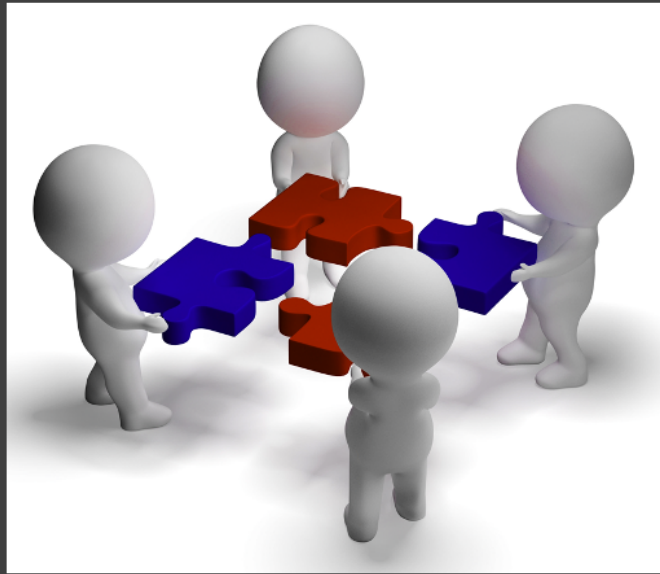
This will help your organization focus on the most important aspects of the organization relevant to customer satisfaction...





This will help your organization manage risks and opportunities to its brand or reputation...

This will help your
organization
acquire and share
knowledge...



Context includes Internal and External Conditions and 'Relevant Interested Parties'

"Interested parties are those that can affect, be affected by, or perceive themselves to be affected by a decision or activity of the organization"

ISO 9000:2015 Clause 3.2.3

5.2 Relevant interested parties

Interested parties are those that can affect, be affected by, or perceive themselves to be affected by a decision or activity of the organization. The organization should determine which interested parties are relevant.

ISO 9000:2015 Clause 3.2.3

These relevant interested parties can be both external and internal, including customers,

and can impact the organization's ability to achieve sustained success.

The organization should determine which interested parties:

- a) are a risk to its sustained success if their relevant needs and expectations are not met;
- b) can provide opportunities to enhance its sustained success.

Once the relevant interested parties are determined, the organization should:

— identify their relevant needs and expectations, determining the ones that should

be addressed;

— establish the necessary processes to fulfil the needs and expectations of the interested parties.

The organization should consider how to establish ongoing relationships with interested parties for benefits such as improved performance, common understanding of objectives and values, and enhanced stability.

Context includes Internal and External Conditions and 'Relevant Interested Parties'



Figure 2 — Examples of interested parties and their needs and expectations

5.2 Relevant interested parties

Interested parties are those that can affect, be affected by, or perceive themselves to be affected by a

decision or activity of the organization. The organization should determine which interested parties

are relevant. These relevant interested parties can be both external and internal, including customers,

and can impact the organization's ability to achieve sustained success.

The organization should determine which interested parties:

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- b) can provide opportunities to enhance its sustained success.

Once the relevant interested parties are determined, the organization should:

- identify their relevant needs and expectations, determining the ones that should be addressed;
- establish the necessary processes to fulfil the needs and expectations of the interested parties.

The organization should consider how to establish ongoing relationships with interested parties

for benefits such as improved performance, common understanding of objectives and values, and enhanced stability.

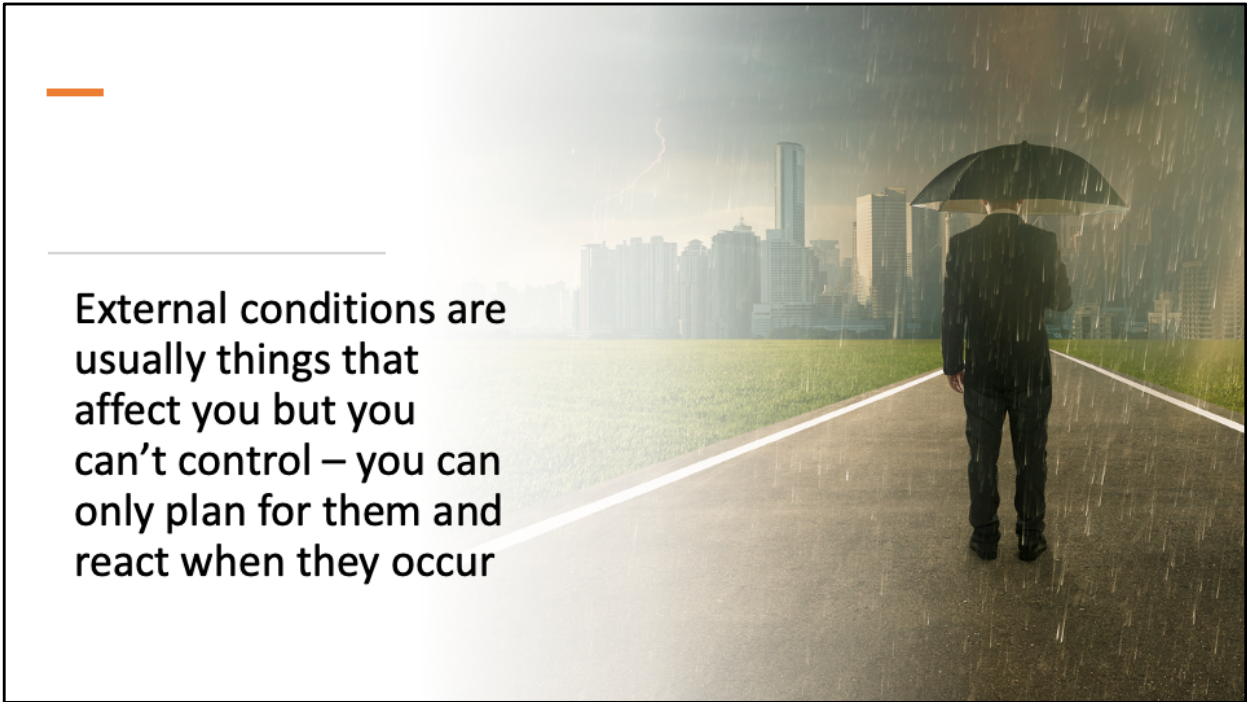


Interested parties are a risk to your organization's sustained success if their needs and expectations are not met

**External and internal
conditions (ISO 9004,
Clause 5.3) need to be
optimized to ensure
'Sustained Success'**



See your copy of ISO 9000 for details You can purchase it here:
<https://www.iso.org/standard/70397.html>


A person in a dark suit is walking away from the viewer on a paved path that leads towards a city skyline in the distance. It is raining heavily, and the person is holding a black umbrella. The sky is dark and cloudy, with a faint lightning bolt visible. The path is flanked by green grass. The overall mood is somber and contemplative.

External conditions are usually things that affect you but you can't control – you can only plan for them and react when they occur

See your copy of ISO 9004 for details You can purchase it here:
<https://www.iso.org/standard/70397.html>

External:

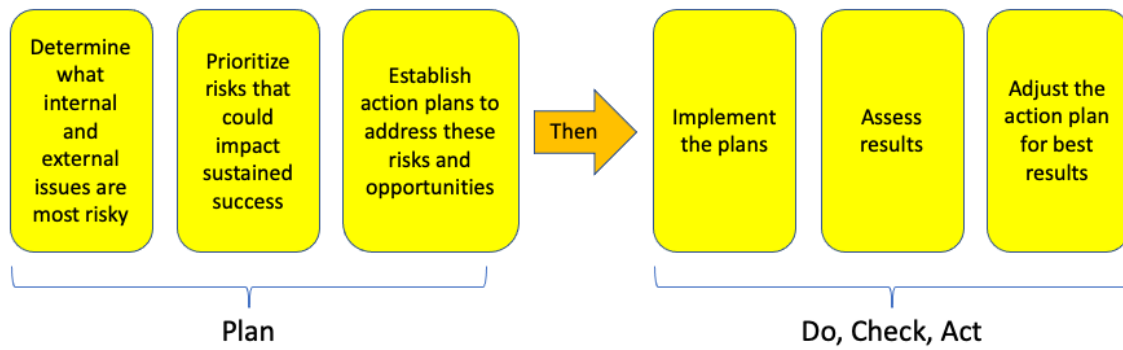
- a) statutory and regulatory requirements;
- b) sector-specific requirements and agreements;
- c) competition;
- d) globalization;
- e) social, economic, political and cultural factors;
- f) innovations and advances in technology;
- g) natural environment.



**Internal Conditions
are under your
control and can be
impacted by your
organization**

Examples of Internal issues or conditions:
size and complexity;
activities and associated processes;
strategy;
type of products and services;
performance;
resources;
levels of competence and organizational knowledge;
maturity;
innovation.

To manage Internal and External Issues...



Quiz!