

WHO ARE YOUR TRUE QMS STAKEHOLDERS?



Convincing the broader organization that **AN INVESTMENT IN A QUALITY MANAGEMENT SYSTEM**

(QMS) is worthwhile can be challenging.

Organizations must show measurable business value and convince other departments, such as operations and IT, of the benefits a QMS can provide for them.

When making your business case for QMS investment, organizational support in the form of key stakeholders is critical:



THE CHAMPION

The champion has a personal interest in approving the investment and will help get buy-in from other stakeholders. Your champion could be a quality leader, senior IT manager or someone in finance.

Key Traits

- ▶ Has a pain the **QMS can solve**
- ▶ **Willing to collaborate** with peers, consultants and vendors to resolve this pain as quickly as possible
- ▶ Respected and influential
- ▶ Will **support the project** even when you aren't around

TIP

Determine whether your proposed QMS investment can help to address your champion's needs. If so, emphasize that capability when you present your business case to them.



THE BUYER

The buyer has discretionary approval to approve the investment and gives the final "yes" or "no" to the investment.

Key Traits

- ▶ Must be convinced that **the investment is worthwhile**
- ▶ Sponsors the project
- ▶ Wants an **established value proposition** that matches their definition of success

TIP

Ask them which criteria you need to fulfill and which other stakeholders you need to hear from.



THE IT PARTNER

The IT partner is a business partner to quality and has a say in any QMS software adoption or expansion. They need to know how the QMS will fit with their infrastructure and how it will affect their IT budget.

Key Traits

- ▶ Cares about **maintaining the system**
- ▶ Wants to ensure there is **no added complexity**
- ▶ Wants **cost reduction** and **greater efficiency**
- ▶ Wants **technical details and integration** information

TIP

Prove to them that the QMS won't make their life harder or eat up their team's time and budget.



THE SUPPLY CHAIN PARTNER

The supply chain partner is interested in integrating internal and external systems to gain visibility and collaboration into quality management.

Key Traits

- ▶ Wants to **reduce manual tasks** and the amount of data re-entry and their impact on the extended supply chain
- ▶ Recognizes a need to **create end-to-end visibility** to respond in near "real time"
- ▶ Has a desire to **improve supply chain continuity and performance**

TIP

Show them the value of extending your quality processes to the supply chain and how this will alleviate their challenges while reducing risks to product quality.



THE EXECUTIVE

The executive understands that quality is integral to the company's performance and considers it a strategic advantage. They serve as a sponsor for quality and are responsible for driving a culture of quality across the organization.

Key Traits

- ▶ Cares about the **budget**
- ▶ Wants to know how the **QMS can benefit** other departments
- ▶ Needs to **consider the entire organization**, not just one site

TIP

Talk to them about the return on investment (ROI) of the QMS and whether it is a capital expenditure or operational expenditure.

How to Win Over Your Stakeholders

- 1** Hold thoughtful conversations with stakeholders across the various business units that your proposed QMS investment will affect.
- 2** Ask them about their priorities, what needs to be improved and where they would like to see changes.
- 3** Listen, discuss, adjust and make your stakeholders part of the change process.

It's important to build a strong network of support for your business case proposal. Identifying your stakeholders up front will help you successfully build your business case for QMS investment, regardless of whether the goal is to expand your current QMS or implement a new system.

Download the **Building a Business Case for QMS Investment White Paper** to learn more



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