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MBS Member Benefit  
Sessions

## TRANSCRIPT: ASQE April 2025 Member Benefit Session

### Insights on Excellence® Benchmarking Tool & Research

0:01

Michael Sullivan: So, if you're just joining us, we're just gonna give it a minute and then we'll go ahead and get started with today. So,

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Michael Sullivan: we're letting people in right now, so we'll just give it a minute.

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Michael Sullivan: The top of the hour we're starting to let people in, so we'll give it just a minute. We'll probably start at like 11:01, just to kind of make sure people coming from meetings going into meetings are able to kind of come in here and join us today.

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Michael Sullivan: If you've just joined us, we're going to get started in just a minute. I'm just kind of waiting for some people to kind of filter in, so that we're not missing anybody. And that way everything is kind of all aligned for everyone. So, we'll start at the same time.

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Michael Sullivan: So, thank you very much for joining us. I'm going to go ahead and get started in the interest of time. So, first and foremost, thank you everyone for making the time to attend this session today on the benchmarking tool. I want to thank everyone for being a member of ASQ and ASQE, so we appreciate that as well.

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Michael Sullivan: And

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Michael Sullivan: for those of you don't know, I'm Michael Sullivan. I'm the member, the Organizational Member Success Manager. Many of you I've talked to on the phone several times, or met in person at World Conference or any of the other events along with some of these events that we put on as well. So again, thank you for your time.

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Michael Sullivan: As we know, we're going to be highlighting today. A little bit of you know the IoE benchmarking tool, and I first wanted to kind of put out there a little bit about the 2024 Executive Summary Report that's out there. So please take advantage of that and download a complimentary

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Michael Sullivan: copy of that. You can either go to [insightsonexcellence.org](https://insightsonexcellence.org), or if you're fast enough to use a QR code, you can do that as well. Another thing, too, is kind of keep in mind if you have any questions, put them in the chat, and we'll answer those when we get to that question and answer.

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Michael Sullivan: And just as a reminder, I think I didn't say this earlier. We are recording this, so you will be able to share this with your team as well as any of that. So kind of keep that in mind as we're moving forward

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Michael Sullivan: the upcoming events that we have, we have an ascend webinar. You probably already saw an email to get registered for that. If for any reason you're missing that just reach out to us at ASQ, that the [orgmembership@asq.org](mailto:orgmembership@asq.org), and we'll make sure that that invitation gets resent to you. Keep in mind the upcoming events that we have. We have an impact forum on circular economy, and that is going to be a 1-day virtual event.

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Michael Sullivan: And then there's also World Conference. It's kind of hard to believe it came up really fast this year that's going to be in Denver. And again, the sustainability impact forum as well as the World Conference. Those you can actually use event credits and also keep in mind. If you're looking at sending a team to World Conference, there's a group pricing that ends on April 18th,

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Michael Sullivan: So you may have seen an email coming out about that as well. So, if you're looking to kind of utilize some of those credits, or maybe you don't know what your balance is, reach out to us, and we're happy to help you.

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Michael Sullivan: So first and foremost, I want to thank Will for being on today. Now, Will is going to be giving us an amazing presentation on, you know, how to utilize the loE tool, what's kind of some of the ways to kind of navigate it a little bit, so we're pretty lucky to have him here, so Will, thank you so much, and take it away my friend.

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Will Heriford: Thank you, Michael. Hello, everyone. My name is Will Heriford. I am the ASQE Research and Governance Manager. I'm excited to demonstrate our Insights on Excellence benchmarking tool for you.

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Will Heriford: I started working on the loE tool before ASQE was even created back in 2019, and it was based on the VOC of our organizational members. So our team and our volunteers have put a lot of work into making it what it is, and we continue to improve it. So I have some exciting updates for you today.

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Will Heriford: Before I get to the demo, it's important to talk about the tool under the broader Insights on Excellence umbrella.

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Will Heriford: Everything we do is interconnected, and the tool is an important piece that makes these other efforts possible. So I'm going to talk about what is Insights on Excellence, that broader umbrella, the loE research cycle, the loE benchmarking tool which includes the demo

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Will Heriford: the and we will also share an organizational member testimonial, and then we'll have a little bit of time for Q. And A.

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Will Heriford: So I will start by explaining the purpose and objectives behind Insights on Excellence, and to do that, I have to take you back to late 2019.

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Will Heriford: Our Voice of Customer research gathered over the last few years showed that our organizational members were interested in benchmarking their performance in different areas against their industry competitors and best in class organizations.

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Will Heriford: We conducted quantitative and qualitative research that showed this, including working with external market research partners.

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Will Heriford: We were in the process of revamping the Org Member model, and we knew that we had to prioritize a benchmarking solution as part of that new model.

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Will Heriford: In order to benchmark we needed an instrument to gather information. So we partnered with a group of ASQ subject matter experts to create our loE tools survey.

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Will Heriford: We also needed something for our org members to benchmark against. So we partnered with Forbes Insights, and they actually remain our partners today. We provide them with our criteria for respondents based on our org member demographics and research goals, and they send out the same survey to their network, gather the data and provide it back to us to upload to the tool.

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Will Heriford: The other piece of the loE tool is that we knew we had to give meaning to the results. So we did some benchmarking of our own, and we created a straightforward tool, scoring methodology that would be tied to an excellence maturity model.

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Will Heriford: I said earlier that everything we do with insights on excellence is interconnected, and these last 2 points really highlight, that

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Will Heriford: in starting ASQE, we e not only had to meet our obligation to the IRS as a C6 nonprofit to publish annual research, but we wanted to publish research and provide insights to our members in support of our mission.

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Will Heriford: And for those of you who don't know, our mission is to deliver credentialing, quality-driven offerings, and insights to organizations in support of their performance excellence journey.

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Will Heriford: The loE tool is our instrument to do that.

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Will Heriford: We also wanted to use the research to identify areas of opportunity for us to really help us keep a pulse on where our organizations are struggling. So we can develop offerings and content to meet that need.

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Will Heriford: We're partners with ASQ on this. So some of you may have heard of or are part of ASQ's Technical Communities.

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Will Heriford: Well, the governing body, the Technical Communities Council recognized the value in this tool. So they organized a team that collaborated with us to map our data results to the ASQ Quality Body of Knowledge also known as QBOK, with the intention of identifying gaps in their content and prioritizing how those gaps are filled, based on our data through a rating system that they developed.

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Will Heriford: I'm very proud of that partnership. And again, it further demonstrates the multiple ways that this tool provides value.

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Will Heriford: I mentioned that we benchmarked and created a maturity model. Well, here it is. It's very straightforward. There are 4 levels, and you can see the level distribution of our of all of our respondents on the right, based on all the data that we've collected.

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Will Heriford: So if you're curious where your own organization might measure up overall based on your own evaluation. You can take the loe tool survey and find out

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Will Heriford: part of our maturity, model our criteria categories for those of you familiar with the Baldrige framework. We were inspired by their framework when we created our criteria categories. But you'll notice that there's a couple of key differences.

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Will Heriford: But in addition to receiving an overall score within our maturity model.

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Will Heriford: If you take the survey, you also receive scores per category and can compare against the benchmark on a category level as well.

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Will Heriford: We have 10 criteria categories which you see here on the slide. But as of now, 9 are scored. We have a new category which is Cost of Quality, and we are in the process this year of gathering data to give you something to compare against. So in the future. This will also be a scored category.

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Will Heriford: I keep mentioning how everything under IoE is interconnected. This is our research cycle, which really demonstrates this.

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Will Heriford: Q1 and Q2 is when we have our benchmarking season, which is what we're in now. This is when the tool is available to organizational members to use.

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Will Heriford: As you're taking the survey you're benchmarking. You're getting your reports, which I'll touch on a little later. Our team is hard at work creating what we call our Benchmarking Highlights Report, which is a deep dive on all of our IoE category data, and we draw what is most statistically significant. We identify and call out themes and trends, and we give our take through insights writing.

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Will Heriford: But we also partner with ASQ subject matter experts to contribute to the reporting, give their reactions to the data and provide real world context based on what they're seeing.

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Will Heriford: Q2 is also when we work with Forbes to gather their data.

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Will Heriford: And then in Q3, the data is combined and analyzed. And this year is a little bit different. So in Q3, we release our special report.

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Will Heriford: And this year, this is where our new cycle begins, because typically we would only feature the latest and greatest data in our executive summary and annual report. But this year, we are breaking from this a little bit by publishing 2025 data in our special report because this is our first year gathering Cost of Quality data.

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Will Heriford: But the Annual Report in the Executive Summary, that's the report that meets our obligation to the IRS

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Will Heriford: and outside of high-level insights that we provide in our executive summary. It also gives us a chance to talk about all the exciting things that we've accomplished over the year and new products offerings that might be on deck for next year. We celebrate our board members and we feature our association impact report which features metrics that we capture on ESG, which is environmental, social, and governance.

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Will Heriford: I also wanted to mention that our research fuels, our events throughout the year some of you may have attended our Ascend Webinars, featuring ASQ subject matter, experts or or ERT, our research provides the data and themes for those events.

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Will Heriford: So now, I'm actually going to get to the demo portion

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Will Heriford: and I'm gonna take you through. So if starting out there is a process for

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Will Heriford: be being given permission to access the tool.

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Will Heriford: But if you and we'll touch on that a little bit later. But if you are a primary, secondary or executive contact. You already have access today.

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Will Heriford: So what you do is you go to asq.org this is all handled through a single sign on, so you would log into your profile.

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Will Heriford: You would go to my account.

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Will Heriford: And then, if you notice on the left, under my, there's my info if you go to the bottom of the menu

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Will Heriford: you can see that there's the IoE Benchmarking Tool.

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Will Heriford: You would click on that.

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Will Heriford: and that takes you to the portal

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Will Heriford: and as you can see here, up at the top we have a quote from our CEO, Mr. Jim Templin.

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Will Heriford: and then we have some intellectual property agreement language that would need to be checked and agreed to before beginning but then we also we have a couple

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Will Heriford: boxes about our value proposition and what we're providing through the tool. And then we have our mission statement at the bottom.

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Will Heriford: So I'm actually gonna jump to a different screen. In the interest of time. I have already in another account. I've already completed a lot of the survey. But this is what you'll see when you're actually in the tool. Each

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Will Heriford: category is required up, up until ESG and Cost of Quality. Those are, those are both optional. ESG is scored, but it's still an optional category. But you have to actually answer all the questions within each category in succession. So we start off with demographics. There's 9 demographics questions.

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Will Heriford: But as you complete each category you'll notice that there is a check mark and the icon next to each of the categories

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Will Heriford: is is replaced by that check mark. But before you complete the survey, you actually have the opportunity to go back and review your questions or sorry review your question responses. So I can just show you what this looks like. You can jump back.

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Will Heriford: So going to operations, as you can see, this is a likert question I've already gone through and and completed this. But yeah, maybe you, wanna

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Will Heriford: you know, you're having second thoughts about something. You can make those changes.

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Will Heriford: And then this is a multi select question. Just giving you a couple of the different questions that you're gonna see when you're in the tool single, select and then then there you go. As you're going through. You can also you select, save for later. Your progress will be saved, and you can jump back into the survey later.

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Will Heriford: So I will actually show you

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Will Heriford: I'll go through and complete these last couple of categories.

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Will Heriford: As you see, barriers and disruptors, we have a select all that apply. Hope. Hopefully, I'm breezing through this hopefully, you're giving this more thought than as you're answering

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Will Heriford: and then you have an option here if you want to answer the ESG questions. For our purposes, I'm going to say no.

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Will Heriford: or just skip that

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Will Heriford: Now go to Cost of Quality. It's giving me, again, the option to answer. I'm gonna say no. And now now we get to the results. And again, if you, if you are feeling comfortable with how you've answered, then feel free to go ahead and and click begin the results. Because once you submit, you will not be able to go back and change your responses.

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Will Heriford: So we have this final optional question. We ask what you think the next step should be for your organization. I'm gonna just submit. Move past that.

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Will Heriford: Okay. And, as you can see, here is the Results Dashboard.

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Will Heriford: On the left here, you can see my responses the demographics information that I answered.

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Will Heriford: You can see here, up top prominently, is your overall score. This is the aggregated result of your score.

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Will Heriford: And over here on the right you can see that there are 3 options, so you can download a Summary Report.

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Will Heriford: And so, as you can see here, this is a summary of how I've responded.

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Will Heriford: And it explains what that means as far as your levels. And it gives recommendations for resources.

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Will Heriford: Something I'm very excited to tell you about is new this year is we do offer point one RUs so for those of you that are certified, and you have to complete activities for recertification. We were approved to offer that. So you earn that. When you, when you complete the tool and you have the opportunity here to download your RU Certificate.

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Will Heriford: and, as you can see here, we have a signature from Jim Templin, but it's documented when you complete it, so you can include that as part of your recertification journal. I'm not going to download the Maturity Levels Guide to show you that for any interest of time, but just know that that gives an explanation. It's a reference for you as far as the different levels and the categories. I wanted to show you.

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Will Heriford: The category comparisons. So, as you can see in operations. We did very well. We scored a level 4 and that

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Will Heriford: is

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Will Heriford: We scored better than the global benchmark. So that's that's all participants. But now, if you click this

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Will Heriford: if you click this this plus button, you can see that there is a dropdown where you can do different types of comparisons. You can compare by industry.

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Will Heriford: so that's something

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Will Heriford: that's something available to you. And then there's also responsibility, title, role, location, geographic region. So those are those options. And then if you click that down arrow, you can clear comparisons, you can do as many comparisons as you want. And here's a little little tip for you. You can download a category report for each of the scored categories, and

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Will Heriford: you can run as many category report downloads as you want.

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Will Heriford: So what that does is it gives you your your category level score

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Will Heriford: and you, you see, against the benchmark, against the industry. But what's really nice with these reports are the operation questions. Or I should say, the Category Level Questions. These are takeaway questions that you can bring back to your team. If you have multiple people from your organization, use the tool you can huddle up and and answer these questions together, and and see how you line up as far as your perception of your organization. So

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Will Heriford: And then at the bottom, you all. There's also, we have a link to explore loE research and resources. So this is this is our Results Dashboard. And this actually will conclude our our demo.

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Will Heriford: Just so all of you know, our benchmarking season is open. There is a form link that we will drop in the chat. You can either

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Will Heriford: just participate yourself. You can take the survey to get your reports, or you can organize a campaign and get some team members to participate with you. Our value proposition is

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Will Heriford: take the survey. You can make as many comparisons as you want in the dashboard. You can run as many of the category reports as you want. You will get the discussion questions that you can take back to your team to work on together, and it's a way to earn recertification units.

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Will Heriford: As I mentioned, you can receive 10 different reports, 9 category and a summary campaign leaders receive an elaboration report that features, the aggregated scores of your campaign, and an explanation about what the scores mean as well as

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Will Heriford: recommended resources.

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Will Heriford: As I mentioned, we have a new category and cost of quality. We've gotten a lot of requests for cost of quality resources. And I'm proud to say that we collaborated with 2 wonderful subject matter experts to create those questions. So Fraser Pruitt and Doug Wood. Doug, who, some of you may know, literally wrote the book on Cost of Quality, and I will reveal, well, I already I talked about it, but, our special report that we're publishing in Q3 as a reminder is a Cost of Quality report. So we are very excited about that.

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Will Heriford: And

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Will Heriford: Yes, sor, sorry about that.

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Will Heriford: Yeah. And finally, last, but not least, I'm very excited to announce that we now have an exclusive recognition program

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Will Heriford: for organizational members based on the loE tool results.

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Will Heriford: There are no additional steps that need to be taken to participate beyond having a minimum of 3 employees take part in an loE campaign and take the survey, and you'll be in the running to win a Diamond Award for the season.

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Will Heriford: I just wanted to say, I think everyone can appreciate some friendly competition. So multiple campaigns or teams from the same organization can compete to win a Diamond Award. And if your campaign does win an award, there are multiple opportunities to be recognized as award winners through our events, publications, and communications. So yet another reason to participate, and we hope that you do

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Will Heriford: to conclude my portion of the presentation, thank you again for attending today and allowing me to present the Insights on Excellence tool to you. I hope that you found this information helpful, and that you take advantage of this exclusive member. benefit.

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Will Heriford: I will now turn it back over to Michael.

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Michael Sullivan: Will, thank you so much. I think that explanation is like incredible. And I think everybody's seeing kind of that little bit that side by side of what they can actually view and how they actually see it. And I think what I really like that point that you brought up is how they can actually go back and look at something else, too. I think that's really important. If you're if you're answering a question, and then you go back. And you're like, Wait, I'm kind of thinking about. Maybe I wanted to, you know, look at that other question again. I think that's really really a good point.

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Michael Sullivan: So, I also wanted to thank, I have Julie Sitzmann here from Oceaneering, and she's actually going to give just a couple of minutes on her take of utilizing the tool, and you know some of her wins that she has. So, Julie, are you available?



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Julie Sitzmann: Hi, yes, good day, everyone.

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Julie Sitzmann: I'm Julie Sitzmann. I'm the Director of Quality for Oceaneering International. We're a global company. We've about almost 11,000 people globally now, and we're a organization that works in multiple industries. We're primarily energy

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Julie Sitzmann: engineering and technology. But we work across multiple industries in engineering and technology. So we decided to start using this benchmarking tool back in 2022, really

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Julie Sitzmann: in an effort to continue to grow the maturity of our quality culture as well as our quality processes and help us to ensure that we're aligning on the right areas, that we're going to make a difference within our organization. So in 2022,

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Julie Sitzmann: we started using the benchmarking tool and we limited it to our quality leaders across the globe. So it was about 15 of us, because we wanted to start with a benchmark, a foundation of folks who really understood quality and how quality works into in the business. And

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Julie Sitzmann: how quality processes are business processes. And so

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Julie Sitzmann: it was like, I said, 2022 is a baseline for us. We took it again in 2023 with the same audience. And we found that the areas that we wanted to improve against the global benchmark

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Julie Sitzmann: had improved. So it was only one category to be honest with you, but it was a category that had lined with our Strategic Development Plan for that year, and so we were happy to see that we perceived that we've improved in that category. And so then, in 2023, I'm sorry, 2024, we expanded it to our executive leadership team.

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Julie Sitzmann: So 10, we added 10 participants again trying to keep control under of the results.

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Julie Sitzmann: And when we added our executive leadership team, we again were happy to see that the areas that we're focusing on not only within quality but also at the enterprise level, were areas that we were seeing improvements against the global benchmarks.

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Julie Sitzmann: So we're taking it again this year. So it'll be our 4th year, we're limiting it to the same participants. So again, global quality leaders as well as our executive leadership team and we again hope to see that what we perceive as improvements align with the initiatives that we've been working on at the enterprise and the quality leadership teams.

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Julie Sitzmann: First and foremost technology, we scored low, below the global benchmark on technology. That is an area we've been focusing on at the enterprise and quality efforts since before 2022. To be honest with you, right? And so we're hoping to see a little bit of improvement in in how we perceive we're doing and advancing our technology across the organization.

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Julie Sitzmann: Other wins to share with you. All was around Voice of Customer. That was something where there was an enterprise effort that was supported by quality to standardize how we capture, and the timeliness of capturing, Voice of Customer. So that we can really utilize that information to impact immediately, business and

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Julie Sitzmann: cooperation with our customers immediately, and we found that we perceive that we've improved in that area both the executive leadership as well as the quality leadership. So those were a couple of wins. So ultimately in summary, how we're using the benchmarking tool is really to reaffirm that we're working on the right things, and that we believe that we're making progress on those things as compared to the rest of the companies taking the benchmarking tool.

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Julie Sitzmann: I hope that helps Michael back to you.

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Michael Sullivan: Julie, I wanna thank you very much for your time. I know you have a busy week this week, and I really appreciate you carving out this time, because I think it's really important to hear that voice of the customer, as people are, you know, implementing these, the benchmarking tool to their organizations. And I really like, you know.

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Michael Sullivan: that you're able to tell that you've used it year over year. So you're kind of actually seeing some of those changes year over year. So thank you. Thank you so much for your time. I so appreciate it.

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Michael Sullivan: And I'm going to go ahead and move on to any questions that we might have.

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Michael Sullivan: I can get to the next slide. There we go, so, and I'm going to go ahead and look through the chat and see if we have any. Again, Julie, if you need to drop off, because I know you're busy, thank you. Thank you. Thank you. I can't thank you enough

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Michael Sullivan: and bear with me people. I'm going to get my chat window open.

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Michael Sullivan: See if there's anything in the chat here.

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Michael Sullivan: So Will, it looks like I do have a question for you. Should respondents answer

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Michael Sullivan: should, excuse me. Should respondents answer based on their own department as a collective, or

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Michael Sullivan: the with the one survey respondent per department function? Or should they take it? Or should everyone take the tool? Actually, I think I didn't word that really correctly should respondents answer based on their own department as a collective with one survey respondent per department function? Or should everyone take the tool? I think I didn't really word that correctly. So there we go.

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Will Heriford: The

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Will Heriford: Yeah. Thank you, Michael. I think it can be insightful to have multiple people within the same department or function. Take the survey especially if you meet up afterwards and discuss the results.

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Will Heriford: Compare your category reports and let you know earlier, when I mentioned that there are the category level questions for team discussion. It's a good chance to to talk through those questions together. Where do you align? Where do you differ? But I'm also conscious of time limitations.

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Will Heriford: I would say that to start if you're curious about the tool, at least complete the survey yourself. You know, earn your 0.1 RUs if that's important to you, generate those reports. This can help you get help guide conversation with leadership, direct reports, share out in team meetings, and then you'll know what to expect, and you can decide if you want to organize what we call a campaign

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Will Heriford: where you would provide the Brian and Michael with a list of people that you think should take the survey within a defined 2 or 3 week window.

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Will Heriford: We recommend discussing with those people that you selected and getting them on board. But we have materials that we can provide to help explain the tool. You can share the page on the website. We have an loe user guide. We have a few demos, including this demo today.

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Will Heriford: or you know, or you can reach out to Michael and Brian, and they can provide information for you. But there is a link in the chat to the loE Interest Form, and you can select if you just want to participate yourself.

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Will Heriford: or if you want to organize a campaign, and also remember that if you organize a campaign. You will also be in the running to receive a diamond award.

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Michael Sullivan: Will, can you explain a little bit more about what you're saying when you're saying campaign? I mean you and I know what that is. But when you're talking about that campaign, I know that you know

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Michael Sullivan: the names would come from Brian and I. But can you give a little more explanation around what a campaign is, and how long that timeframe looks like.

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Michael Sullivan: I mean, I can jump in, too. But I wanted to, you know, have you?

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Michael Sullivan: I'll explain just a little on that.

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Will Heriford: Yeah, I mean, typically, just in terms of getting more respondents and keeping people engaged. You know, we recommend a 2 to 3 week window where you're actually, you're you would make a decision about who should have access to the tool. It really. And

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Will Heriford: that really depends on what your goals are with the results, what questions you're trying? You're trying to answer, and

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Will Heriford: time considerations. But you would. You would make a strategic decision about what it is you're trying to learn.

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Will Heriford: And

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Will Heriford: hopefully, you would communicate with those people to let them know what the tool is and what you're trying to accomplish. And then you would provide that list to

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Will Heriford: Brian and Michael directly through an email, or you can submit the form with those lists of people. Our team would go in on the back end

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Will Heriford: make sure those give those people access to the tool, and then we would communicate to them that

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Will Heriford: the survey is open, so within that timeframe that you determine people would be able to go in and complete the survey, get their results, get their reports, and and get their RUs and

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Will Heriford: And then, as I mentioned, you would also be you would be in the running for the Diamond Awards, and then you would also receive an elaboration report and an elaboration report is actually, it's something that

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Will Heriford: my team creates per organization. It's the aggregated result of all participants within a campaign. So you would get an overall score. You would get category level scores there. We offer year over year comparisons. There's links to resources. There's recommended steps to moving to the next level.

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Will Heriford: And so, and and to make everybody feel a little bit more comfortable.

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Will Heriford: It it shows the aggregated level scores of participants. It does not specify

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Will Heriford: what each participant scored. I just want to make that very clear. It's really it's on you as an individual. If you'd like to share your personal results with your campaign leader or with other members of your team. So the the results are anonymous in that way. It's it's all. It's there they are rolled up into the the overall score and the Category level score.

34:02

Will Heriford: Michael, does that help?

34:04

Michael Sullivan: Yeah, that does actually help a lot. And I think one of the other questions that was kind of got added onto that, too, was. You know, I'm a campaign leader, so thank you for explaining the campaign. It looks like they kind of understood that. How would I decide who I should have in the tool, who I should give access to as far as that campaign period like, how do you think I should go about choosing the individuals to put in a campaign.

34:27

Will Heriford: Yeah, that's a good question. I mean, again, I think it really depends on what your goals are, with the result, you know, with the results. Some organizations have found that it's appropriate to deploy the survey to multiple segments, locations or work groups. And you can also think about Julie, her testimonial and oceaneering, and how they've how she's chosen to deploy the survey.

34:53

Will Heriford: some some have one designated representative for each of those groups who, they feel is best suited to answer for others. It might be insightful to have several people within the same function or work group, because then, when they reconvene, they can compare their scores and reports. It's a chance for everyone to see if their perception of their organization lines up. You know if there's differences in perceived gaps

35:16

Will Heriford: that's worth having a conversation about. But there's a lot of ways you can use. This another way is you can split the campaign between. You know your boots on the ground frontline quality professionals and and the executives. So see how much of a difference that vantage point makes

35:35

Will Heriford: And then we've you know, we've had other members that have had several subsidiary companies under the parent organization, and each subsidiary had a quality director. So the plan was to have each quality director take the tool, the tool survey, and then recon, reconvene. So I mean to to summarize it. It really depends on what your what your goals are.

35:58

Will Heriford: for how you would for what you're trying to accomplish with this tool.

36:03

Michael Sullivan: Will, that's super helpful. And again, as Will had mentioned, we can work with you on kind of setting up the campaign and kind of helping you

36:10

Michael Sullivan: initialize who you'd like to put in that. So will I have 2 questions. They're kind of a little bit aligned, not aligned, but they're kind of asking. It's kind of following in a little pattern here. How is ASQE

36:24

Michael Sullivan: going to validate the responses as this is a self-assessment, and there may be a risk of inflated responses.

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Will Heriford: So we the way that we validate responses. Well, 1st of all, as far as the

36:42

Will Heriford: yeah. Thank you. That's that's a very good question. As far as the benchmarking data itself, as I mentioned, we partner with Forbes. So

36:53

Will Heriford: we have Forbes. They implement data quality checks. And as far as within their network, so they have their own measures, as far as cutting out. You know, straight lines. There's you know, straight line respondents.

37:09

Will Heriford: And the way I validate.

37:14

Will Heriford: Well, I should say our team validates internally, as far as respondents. We go through and we check. We have completion time measures. We check for straight lining, and we have other quality measures that we take. If we notice that if we notice that

37:33

Will Heriford: in terms of time completion and the the pattern of the responses,

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Will Heriford: seems suspicious. We don't reach out to that individual. They're allowed, you know, you're allowed to complete it, and you are allowed to generate your reports. So that's fine. But what we do on the back end is is we would delete delete that respondent from the data pool.

38:03

Will Heriford: I hope that answers that question.

38:05

Michael Sullivan: I think it does. And there's actually another question added on to that. So I think they kind of are a little bit aligned, as the recommendations are generic in nature and the system and system generated.

38:17

Michael Sullivan: How how would the organisms, how are the organizations going to to take action with the outcomes in term of action planning. And how is ASQE going to help the organizations in handholding pointed best practices of sharing?

38:33

Michael Sullivan: I can answer part of that as far as the handholding, I mean, we can actually help you try to find somebody that would actually, you know, we can't consult.

38:44

Michael Sullivan: So I think I just wanted to answer that part of the question where we can't consult, but we can help guide you in a direction. If there's something you're particularly looking based on the outcomes and the answers you've gotten. So, Will, I just wanted to address that part. And so, if I can have, do you want me to read it back?

39:04

Will Heriford: No, I no, I I think. Yeah, I I appreciate that question. So I would say,

39:10

Will Heriford: you know, if I'm looking at this as a best practice for the results to gain the most value. I would say again, I think Julie's testimonial, I mean, I think that's a good example of how organizations. You know how you can utilize these results and and glean value from it.

39:29

Will Heriford: I, I would say.

39:32

Will Heriford: keep in mind. If there's other benchmarking tools that you use. This is one data source. So it's something that we would actually be interested in knowing. If you come. If you use a survey, if you complete, if you get your level responses, and there is a level of granularity or detail that you feel that would be helpful to you.

39:56

Will Heriford: I would strongly recommend, we would appreciate that feedback. So if you're looking for something specific, beyond what we've provided, you know. Please provide that to us. We provide an loe tool survey where we ask. Sorry, I know it sounds kind of funny. You complete a survey, and then you get a you get a survey after that, asking how the survey was. But it really is. It's very short, and it really helps us gather information about. If there is a

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Will Heriford: next level that you feel like the tool should be at beyond what? What you've experienced. We are.

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Will Heriford: you know. Every year our team reconvenes, and we continue to to

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Will Heriford: augment the tool. So we would love to get that feedback from you

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Will Heriford: outside of as far as as far as maximizing the value of it outside of the recommended resources that we provide in our reports. A big part of it, as I kind of keep going back back to it is

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Will Heriford: taking those questions from the report output, reconvening with the team and discussing there is also

41:09

Will Heriford: You may have heard about ASQConnEx, which some of you might be familiar with.

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Will Heriford: But it is a directory of vetted quality professionals that ASQ has created. So let's say, after you reconvene with your team, that you have identified or validated, that there are significant gaps, and you need boots on the ground outside support. You can find someone on ASQConnEx and you can use the loE tool reports to start the conversation, and I know Brian and Michael are available to help facilitate that handoff.

41:43

Will Heriford: But hopefully, hopefully, this answers your question.

41:49

Michael Sullivan: Will, thank you so much. I know we're getting a little close on time, and I just wanted to make sure that we had everything

41:57

Michael Sullivan: taken care of, and I know that there may be a couple of questions left in the chat, and I want to make sure that I don't really ignore them, but I know that we've taken a lot of time for the questions, and I want to make sure that we're really kind of addressing everything that's you know, to kind of keep everybody on time as well, and I know we'll just talked about a survey, and then another survey. And now I'm going to ask you to do another survey. But this survey is really about how we can actually do better for you. These Member Benefit Sessions are really about you, the member,

42:25

Michael Sullivan: and how we can actually be providing the best that we can provide.

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Michael Sullivan: So, if you have any suggestions on things usually like to see things you'd like to see more of, you know, kind of these walkthroughs are great, and I think the the participation from Julie kind of talking about how the tool is used from her standpoint, from the from the business itself is great. So I'm just gonna kind of like end it there

42:50

Michael Sullivan: and we'll put a follow up email with any of the questions that we did get not back. Not able to answer in this timeframe. And I just want to make sure that we keep on everybody's calendar. So first and foremost, thank you for being a member. Thank you for taking the time today. Will, you did an awesome job. Thank you so much. I really appreciate you being on today and as well as thank you, everyone, for being a member and have a great day.

43:14

Will Heriford: Thanks. Everyone.