

# Invitation from ASQ Phoenix Section July 14, 2022 Virtual Meeting

**DATE:**

Thursday,  
July 14, 2022

This is a virtual/online (Zoom) meeting. Log-in information will be provided on the registration confirmation email.

**Time:**

6:00 pm – 8:00 PDT  
(check website to confirm time)

**Cost: Free for ASQ members and non-members**

To register for this online/virtual meeting, click [here](#).

**Attendance at this meeting earns 0.5 RUs toward ASQ recertification.**

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the Phoenix ASQ Section 0704, click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/)

## Quality for Tomorrow: The Synergy of Innovation Management with Quality Management



**Peter Merrill**  
President, Quest Management  
Author, Trainer, Consultant

Innovation has gained increasing attention because of the rapid changes the world has been experiencing. We innovate to respond to change and address new circumstances of risk and opportunity. Innovation Management is a natural evolution from Quality Management: Quality Management focuses on the needs of today's customers, while Innovation Management addresses the unmet needs of tomorrow's customers.

Innovation as a practice is not new and was first recorded in the work of Machiavelli in 1532. It is the *results* of innovation that are new. Many people think innovation is synonymous with new technology - and technology has frequently provided solutions to innovation challenges, but technology is only part of the story.

Innovation has a major human component. Generating new ideas, transforming them into new value, and creating new benefits for people is exciting and fulfilling, and there is a natural human desire to create. However, innovation is no accident, and successful innovation is the result of a clear process and strategy. Defining and understanding innovation is a foundation for efficient and effective innovating.

The early days of quality saw alternative definitions of quality such as 'fitness for purpose' and 'conformance to requirements.' These ultimately meant keeping our promise to the customer. Innovation focuses on *tomorrow's* customer and can be thought of as 'Quality for Tomorrow.' The successful innovator identifies an unmet need, which creates an opportunity, and then uses new information and knowledge to find creative solutions.

*About the speaker:* Peter Merrell, president of Quest, is a consultant and innovation speaker who has keynoted at numerous conferences in the America's, Asia, Europe, and the Middle East. His passion for innovation comes from a lifelong practical experience. He is a well-known author and trainer; his books include 'Innovation Generation,' 'The Executive Guide to Innovation,' and 'Innovation Never Stops.'