

# Would you like to create sustainable value? Gear your projects towards quality <sup>1</sup>

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## Abstract

The author explains the benefits of considering quality as a central element to create sustainable value in projects that lasts over time, inspires team members and enhances customer satisfaction.

## Introduction

Projects are developed to create value and value is captured by incorporating quality in the process and the outcomes.

Without proper delivery, value does not materialize, and without quality, the project does not deliver value. Considering quality, along the delivery process, leads to materializing the purpose and value for which the project was conceived. That is the magic of projects: everything is interconnected, and everything influences a good delivery with quality.

Quality has been recognized at PMBOK7 as an overarching principle of project management; this means that it must be considered in a broad sense and be embedded in each step, throughout the entire life cycle of the project and not only at the end: in the product or service, processes, documents, deliverables, ways of managing and engaging with stakeholders, etc.

## Benefits connected to the delivery of projects with quality

Undoubtedly, considering project quality as an overarching principle will lead to deliver projects with quality.

Quality in Projects = Projects with Quality
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This way of leading projects results in three powerful benefits, which are detailed below:

### 1) Deliveries with quality create sustainable value that lasts over time

The delivery of a product, process or service with quality leads to a virtuous circle of benefits:

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- a) A delivery with quality and in accordance with the agreed parameters leads to the satisfaction of customers and interested parties (both external and internal), as well as the teams involved. The feeling of receiving exactly what has been requested and seeing that it is as we had imagined or even better, is something invaluable, produces immense joy and makes us feel good.
- b) Satisfaction leads to recurrence, either directly or indirectly through referrals. Those who have been involved in a project that values quality and have been satisfied usually buy again or make good recommendations that attract new customers.
- c) Recurrence leads to the creation of sustainable value, which lasts over time and unlocks new opportunities. The project ends, but if the process and its final result have been based on quality, it will continue to create benefits and attract new opportunities over time.

## 2) Quality inspires project's team members and stakeholders

Who gets motivated to work on a project where the project manager or team members don't care about the result of their job or about how the outcomes look like and don't value the importance of delivering as agreed? Very few people. And what stakeholders or customers would like to engage with such a team? Very few, either.

However, being involved in a project that takes care of details, where specifications and customer requirements are taken into account, where the aim is to deliver a quality product, process or service that is well finished, it's definitely very motivating.

People feel satisfaction and pride for a good result, it is a pleasure to work in that environment, which inspires and encourages to get the best out of the team; It is definitely a circle and a virtuous environment that more people want to join and, as a result, improvement continues because they attract the best talents who, in turn, continue to deliver with more and more quality, leading to more and more satisfaction.

Inspiring purposeful projects made up of teams that pursue quality in everything they do, spark curiosity, attract talent, and foster ongoing engagement with the team, customers, and other stakeholders.

### **3) Quality enhances customer satisfaction**

The quality system seeks to achieve objective customer satisfaction through quality delivery.

This may seem simple at first glance, but definitely it is not; the concept of quality is abstract, each person has a perception of what this word means.

In this context, it is good to remember the definition of quality provided by the International Standard ISO-9000:2015: quality is the degree to which a set of inherent characteristics of an object fulfills requirements.

What can we do?: Make quality objective, which is achieved by agreeing on the acceptance and satisfaction criteria that will be applied to the delivery of the project, as well as by measuring customer satisfaction during and at the end of the project.

Managing and aligning expectations throughout the project life cycle is essential, so that the quality delivered is equal to the quality perceived by the customer, in order to produce true satisfaction. To achieve this, the following good practices can be applied:

- a. Show transparency with the customers from the beginning, openly sharing how quality of the product or service will look like in a way that customers feel that they are part of the process, and no surprises appear in the acceptance phase of the deliverable.
- b. Fulfill agreed commitments and, in case of not being able to do so, propose valuable alternatives.
- c. Manage customer experience exquisitely, in such a way that, even if customers receive basic product quality, the experience is so good that they are extremely satisfied with what they have received.
- d. Take care of customers experience as an enhancer of quality perceived. In the end, quality is in the details.

### **Conclusion**

Projects have, by definition, a specific beginning and end; Considering quality as a central element leads to delivering quality projects that last over time, create sustainable value, inspire people and enhance customer satisfaction.

## About the Author



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Human leadership, Global Sustainable Projects, Renewable energy, Story-teller, Keynote speaker, Lifetime learner, Risk management, Standardization

**Manuel Ancizu** is passionate about human leadership, sustainable projects and people's motivations. Enjoys working in international multicultural environments and wants to have a positive impact in society.

Manuel graduated in Economics from University of Navarra and obtained an MBA from IESE Business School (Spain); he has also studied in CEIBS (China) and University Anahuac del Sur (Mexico). He holds a number of professional certificates such as the PMP by Project Management Institute, Lead Auditor in ISO 9001:2015 by IRCA Association and has also received training in Management of Development Projects and Risk Management by Interamerican Development Bank (IDB).

Manuel has lived in Spain, France, UK and Mexico; he currently works in the wind energy sector leading the quality management of Offshore projects. Manuel has been involved in wind energy renewable projects developed in different parts of the globe with external customers, as well as in internal projects of cultural transformation, IT and global processes.

Thanks to his experience, he has delivered training sessions, lectures and keynotes to a different number of institutions.

Manuel is a qualified member of the Spanish Standardization Body (UNE) and has been involved in the development of Standards and Norms in Projects, Programs and Portfolios; he has also participated in the translation of different ISO 21500 to Spanish language.

Manuel loves smiling, storytelling, dreaming and making ideas come true in a sustainable manner.

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