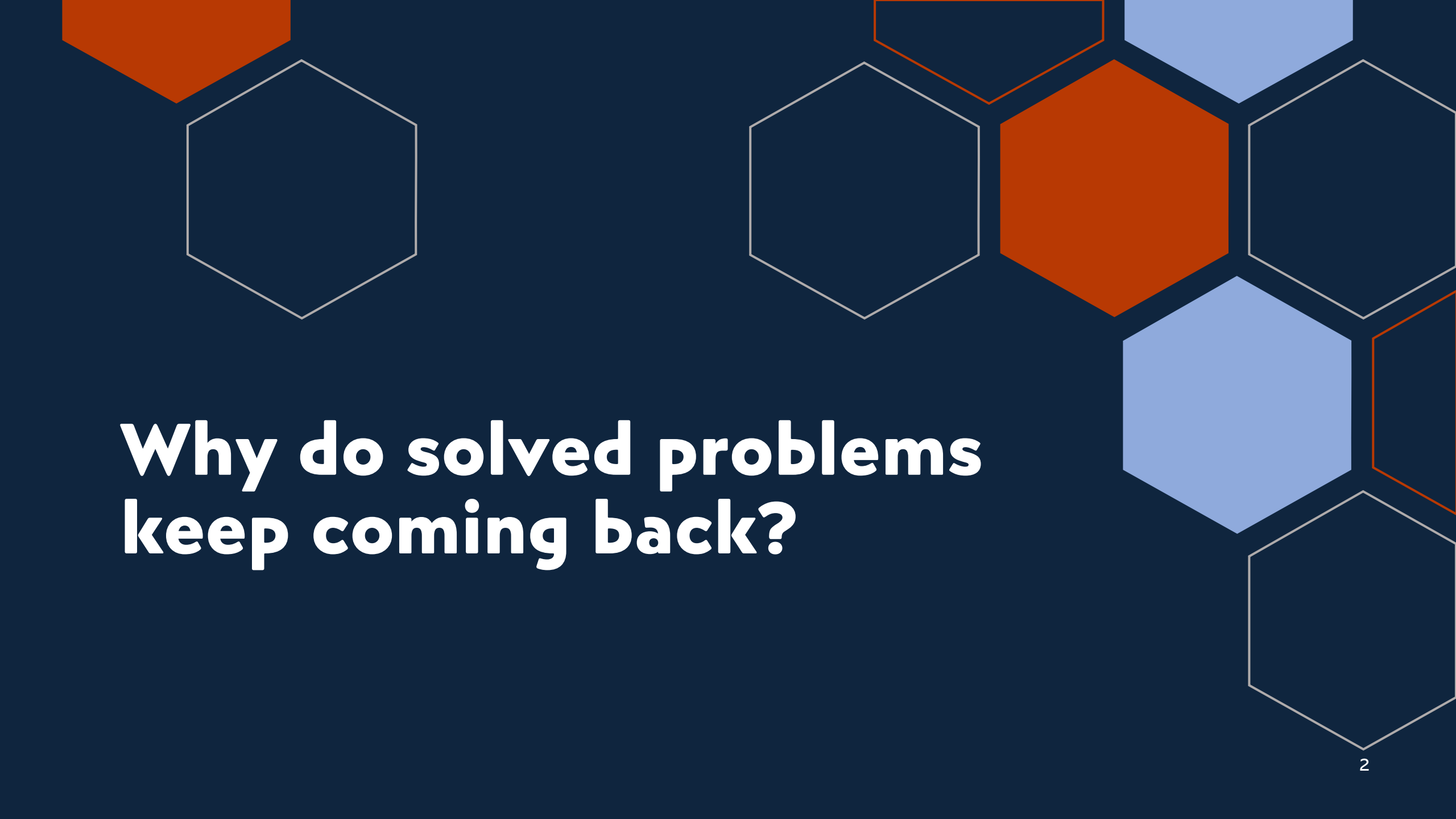


Why Quality Improvements Don't Stick

The Zelem Trilogy *Leadership* → *Culture* → *Prevention*

Jim Zelem
Author | The Zelem Trilogy



A decorative background pattern of hexagons in orange, light blue, and dark blue, some with white outlines, arranged in a honeycomb-like structure.

**Why do solved problems
keep coming back?**



What You Already Do Well

Root cause analysis
Data-driven decisions
Process improvement
Continuous improvement



THE REALITY

- Recurring issues
- Initiative fatigue
- Fixes that don't last
- People reverting to old habits



THE SHIFT

**Not a tool problem.
A foundation problem.**



WHERE ROOT CAUSE STOPS

What if the real root cause...
isn't in the process?

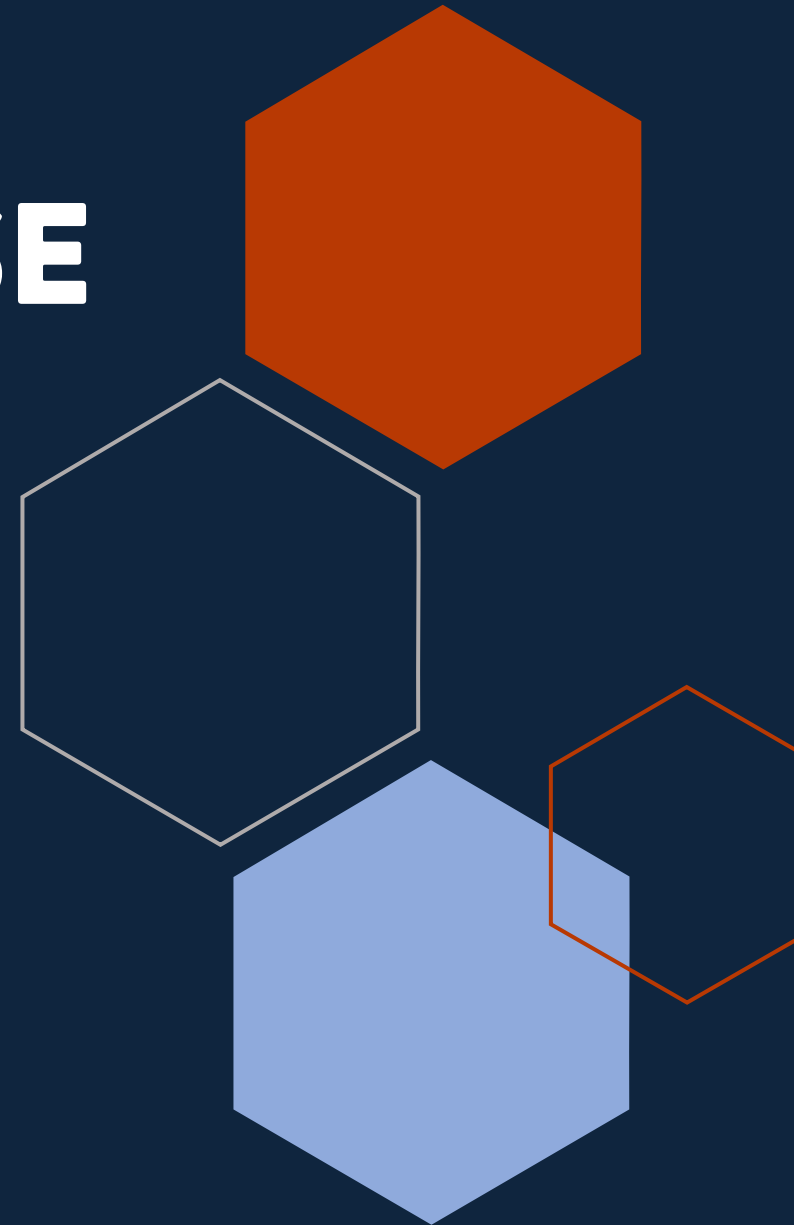
HIDDEN ROOT CAUSES

- Fear of speaking up
- Conflicting incentives
- Leadership reactions
- Lack of trust
- Blame vs learning



THE REAL ROOT CAUSE

Behavior drives results.
Culture drives behavior.
Leadership drives culture



A decorative header featuring a row of hexagons in various shades of blue, orange, and white. Below this row is another row of hexagons, some solid and some outlined, in shades of blue and orange.

INTRODUCING THE FRAMEWORK

Leadership → Culture → Prevention

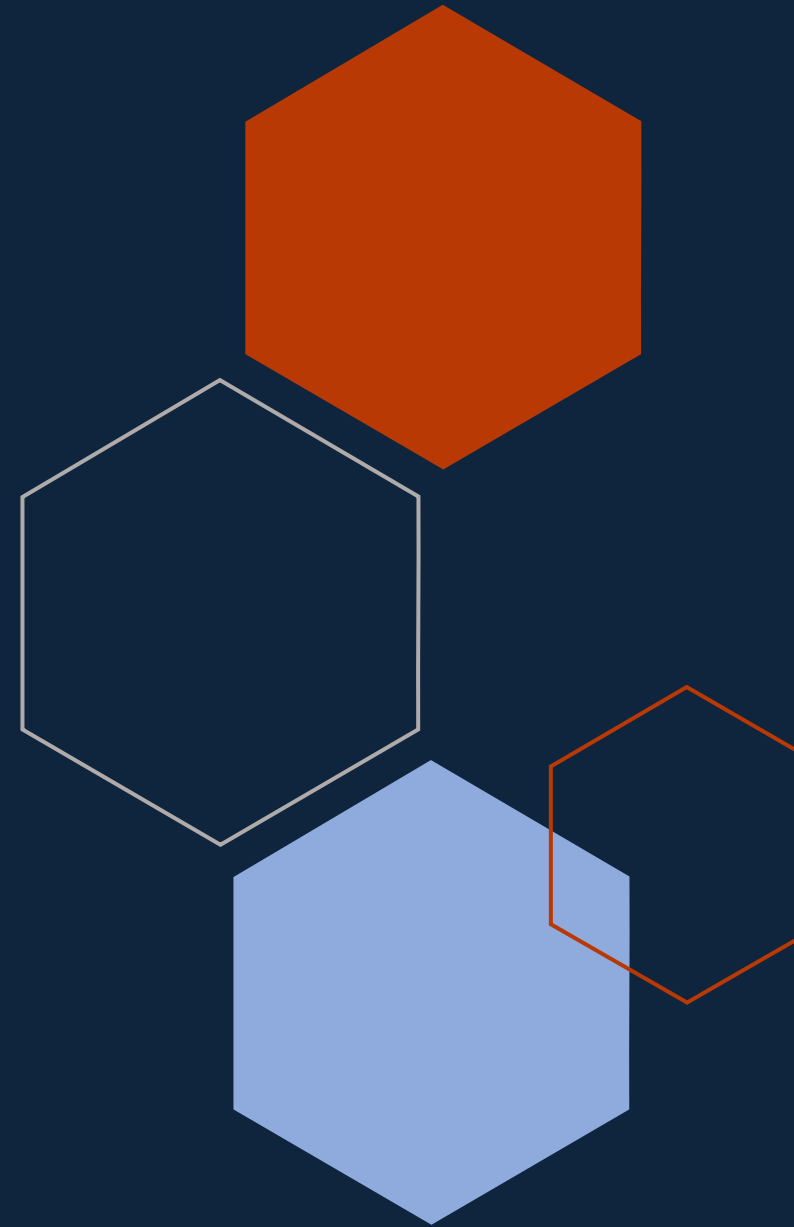
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LEADERSHIP

- What leaders model
- What leaders tolerate
- What leaders reinforce

CULTURE

Culture = What people do
when no one is watching





PREVENTION

- Trust
- Ownership
- Psychological Safety
- Thinking ahead

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THE CORRECTION LOOP

Problem → Fix → Repeat

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THE PREVENTION LOOP

Trust → Engagement → Prevention → Sustainment



REAL-WORLD STORY

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THE TURNING POINT

The problem wasn't the process.

It was how people were working within it.

THE SHIFT

OLD THINKING

Fix problems

Enforce compliance

Measure results

React

NEW THINKING

Build thinking

Build trust

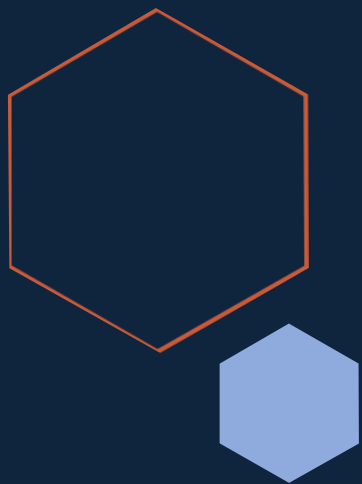
Reinforce behaviors

Prevent



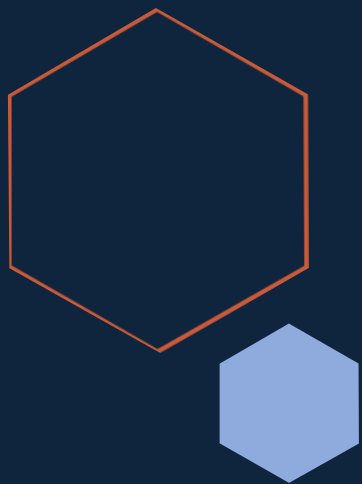


**You can't demand prevention
from a culture built on correction.**





**Don't rebuild the house
until you reinforce the
foundation.**



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Thank you

Questions?
Challenges?
Different perspectives?