



GALLUP®

Q09. Associates Committed to Quality

My associates or fellow employees are committed to doing quality work.

Help Me Feel Proud

Employees need to know that their colleagues are committed to producing quality work. They need to have honest and open communication, an understanding of one another's work, and respect for one another's efforts and results.

By a 6-to-1 margin, people are more upset with a colleague who has the ability but doesn't try than a colleague who tries hard but doesn't have much ability.

Three Important Things to Focus On

Individual Commitment: Individuals take responsibility for their actions and deliver the highest quality standards.

Team Commitment: Teams feel comfortable with questioning, confronting and being vigilant about what's right.

Culture: Quality is a priority in the organization, and standards are upheld at all levels.



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