Quality Policy, Objectives & Indicators

ISO 9001:2015 Guidance

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Introduction

Foreword

Your organization's Top management is responsible for implementing and developing the quality policy, quality objectives, and customer focused project-specific plans. The governance structure should provide support for creating and establishing appropriate processes that are important for maintaining the quality objectives and policies.

This document does not intend to add to, subtract from; or in any way modify the stated requirements of ISO 9001:2015, but to provide practical examples and a greater understanding of the general requirements that relate to your organization's quality policy, objectives, and management review processes.

General Approach

We suggest that you use the familiar Plan-Do-Check-Act (PDCA) methodology to manage a risk-based approach to developing your organization's quality policy and quality objectives. Using an approach that ring-fences processes into 'risk themes' or groups such as 'business planning and strategic direction', you can see how the PDCA cycle facilitates the development and evolution of any organization's quality policy and quality objectives.

Figure 1: Business Planning & Strategic Direction PDCA Model

Stage	ISO 9001:2015 Clause	Activity
Plan	4.1	Has your organization identified internal and external issues that are relevant to and/or support its **strategic direction**?
	4.2	Has your organization identified interested parties and their requirements that are relevant to and/or support its **operational direction**? (Operational direction, although not expressed in ISO 9001:2015, is used as a general term meaning '*an organization's ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements*'.
Do	5.2.1	Is the strategic direction being utilized as an input to the QMS and its **policies** and **objectives**, *risk management* and *management review* processes?
Check	4.1, 4.2, 5.1.1, 9.3.2	Is the QMS assessed and reviewed in accordance with the strategic direction, the **policy** and **objectives**?
Act	10.3	Are the QMS, **policy** and **objectives** updated as necessary in response to changes in any of the above?