



# 1 3di’s Quality Policy and Leadership

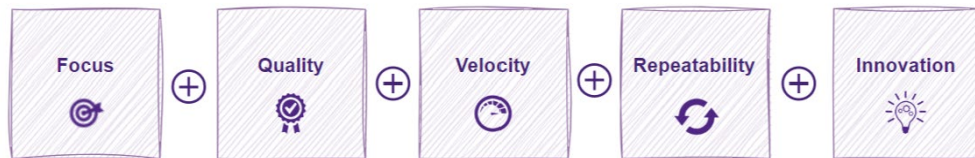
The 3di statement of purpose “Complexity made clear” is at the heart of our quality management system. It brings together in as few words as possible what 3di is about. This is why our expertise matters to customers. This has to matter to them enough for them to pay us well for that expertise. It also reminds us how we should be communicating with our customers, and within the 3di team, in every respect.

## 1.1 Delivering quality is at the heart of our strategy – one of the five 3di Habits

The 3di Habits are a way of understanding how 3di delivers great work for our customers and builds a thriving business.

They are a shorthand and a call to action. They mean specific things in the context of 3di, but are each a term widely used to describe how businesses and people behave. There is a logic to the order they are listed, and an implied priority. In combination, they are immensely powerful, and they can be applied at any level, from individual actions to business strategy.

The original four habits (Quality, Velocity, Repeatability, Innovation) emerged from Paul attending a Cranfield University business growth training programme in 2011, alongside the 3di tagline that we still use: complexity made clear. ‘Focus’ was added in 2023.



## 1.2 We have a framework that consistently delivers quality for our customers

We have established a framework so that delivering quality for our customers becomes the natural product of our efforts. Our framework ensures that we can:

- Attract the customers we know we can help.
- Understand what their requirement is each time.
- Agree with them how we are going to meet their requirement.
- Deliver what we agreed, and understand the customer better while we do it.
- Review how we did: within the team, and with the customer.

## 1.3 We maintain an effective quality management system

The management team is committed to meeting the requirements of the ISO9001:2015 standard, and to continually seek to improve our quality management system. Its key components are:

- “Complexity made clear” is our clear statement of purpose.
- Our quality policy communicates the commitment and the context.
- The management team implement the strategy, understand the risks to quality, and establish and review the objectives.



- The internal team and wider 3di resources own their objectives and deliver the quality.
- Processes, procedures, documents and records capture and communicate.

#### 1.4 We have challenging quality objectives

There is a clear connection between the roles and teams in 3di, and how we deliver quality for our customers. Good and poor quality is visible to everyone, and there are mechanisms, and a culture, in place that makes it possible to discuss quality, and when necessary, how to improve:

- Job Descriptions make the contribution to quality clear. When someone is performing well, they have achieved their quality objectives.
- Quotes, Proposals and Service Descriptions capture what the customer expects. When a customer accepts our work, we have achieved our quality objectives.
- Revenue from customers pays for our ability to deliver quality. When we are meeting our Revenue targets, our Marketing, Sales, and Service Management functions are meeting their quality objectives.
- We monitor customer satisfaction and retention, and new customer acquisition.
- At three tiers of management review (Board Team, Management Team, Functional Teams), we have dashboards of our performance against objectives.
- We use the Objectives & Key Results (OKRs) methodology as our driving mechanism for managing our performance.

Signed on behalf of 3di Information Solutions Ltd



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Paul Ballard, Managing Director

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