

Passionate about Excellence

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Dr Roger Cliffe, former Director of Quality, Vodafone

For many of us, excellence is something we aspire to, but in the case of Dr Roger Cliffe, former director of quality at Vodafone, it’s the foundation stone for everything he does.

Dr Cliffe has been advocating the importance of business excellence for over 30 years and he’s long been a supporter of liE.

“Throughout my career, I’ve been lucky enough to travel extensively and I’ve seen what’s good and bad in terms of improvement programmes,” he said.

“When an organisation gets it right, the impact on customers, staff and suppliers is incredible and undoubtedly the consequences are far-reaching.”

Indeed, Dr Cliffe’s desire to help organisations reap the benefits of excellence was one of the main reasons he became involved with liE.

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In Dr Cliffe’s view, too many businesses take a ‘cottage industry’ style approach to improvement activity, treating it as something that’s good to do, but that doesn’t merit investment or measurement.

“If a business is going to succeed, it needs to take a systematic approach to excellence, which is where liE can help. Using the framework offered by the liE Standard, organisations can pinpoint areas that need attention. The key emphasis is on reduction of waste, whether it’s wasted time or wasted money, and the benefits of addressing this are lower costs, increased efficiency and an enhanced customer experience.”

“Our world is a competitive place and unless businesses improve continuously, they won’t survive. Think of an Olympic athlete. They may be the best, but unless they continue to push themselves, when it comes to the next Olympics they’ll have fallen behind because everyone else is also pushing to go faster.

“Getting an organisation fit for purpose is like getting a person fit. You need to keep your improvement activity up and you constantly need to look for new ways to do things better.

“IIE gives companies the framework they need to evaluate performance and it makes all the necessary tools available.”

Another key support framework is IIE’s awards programme, the Midlands Excellence Awards, and in his capacity as chair of the judging panel, Dr Cliffe is quick to advocate the business benefits of entering.

“As chair of the judging panel, I’ve seen the benefits organisations get from entering the awards and I’d actively encourage businesses to get involved.

“The judging process is rigorous and we set extremely high standards.

“Every organisation that enters gets a comprehensive feedback report and our aim is to give them as much advice and support as possible.

“I’m proud to be associated with the Midlands Excellence Awards and every year I learn something new. Excellence is a state of mind and if you want to succeed in today’s climate, it’s one you need to subscribe to.”

To find out more about how your organisation can get involved with excellence contact [01675 460 997](tel:01675460997) or email iie@investorsinexcellence.org.