

Summary

The thesis is divided into two parts - the theoretical and the practical one. The definitions of the process of quality improvement are outlined in the theoretical part. The process of quality improvement can be realized on condition of attracting people fully understanding its principles and being identified with them. In the theoretical part the management of quality, management of changes and its difficulties, the potential of motivation of the staff, communication and its troublesome fields, as well as the possibilities of control mechanisms are discussed.

In the practical part the background of the research study is described. The results of the self - evaluating method of the workplace in the framework of the Accreditation work notebook SAK are used for the entering assessment. The main principles of the methods used in the action research the SWOT analysis, Focus Group and interviews are explained, as well as their results are shown. The aim of the study is to define the supporting and suppressing factors during starting the process of quality increase, and to create such recommendations for the management of the workplace, which improve the quality in the field of communication and motivation of people and ancor the control mechanisms into the work of people. These recommendations should encourage new attitude of people towards changes.

Key Words: Quality, Audit, Accreditation, Management of the staff, Management of changes, Motivation, Communication, Control.