



26200 Lahser Rd., Suite 320  
Southfield, MI 48033  
Telephone: (248) 799-3939  
Fax: (248) 799-3943

**July 2023**

**Subject: IAOB Red Supplier Coaching**

**Dear IAOB Certification Bodies,**

This letter is to advise Certification Bodies (CB) that IAOB is launching a voluntary Red Supplier Coaching Program (RSC) for those suppliers wishing to receive support for improving their quality management system (QMS). Red Supplier Coaching activities focus on quality and delivery issues impacting customer performance utilizing a wide array of QMS tools and are individualized for the specific supplier.

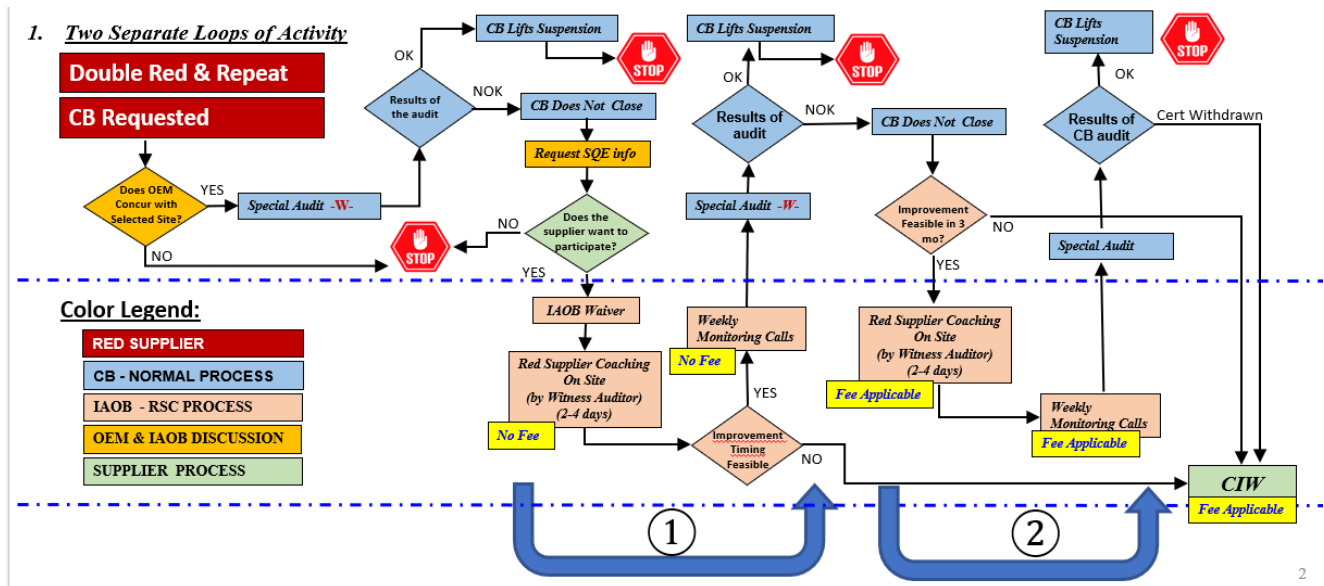
During the past year, IAOB conducted multiple Red Supplier Coaching pilots. The pilot participants were nominated by their contracted CB and included suppliers identified as red in the IATF KPI Hub for not meeting IATF OEM performance expectations. A CB may recommend a supplier for Red Supplier Coaching to IAOB. During the limited pilot, there was a 60% success rate for suppliers to return to green status and maintain OEM performance requirements. Now the pilot is ready for full launch as the Red Supplier Coaching Program, effective July 2023.

The program is as follows:

If a supplier is approved for the coaching program, they are then entered into the process. The IAOB would witness a special audit conducted by the CB and then the IAOB coaches would remain on site for up to one week (loop 1 below). The IAOB currently funds this part of the Red Supplier Coaching Program.

Then if IAOB determines a supplier needs a second week of support (loop 2 below) based on results of loop 1, the supplier has the option to add up to one additional week of coaching support at their cost. Weekly RSC monitoring calls are conducted with IAOB coaches and the supplier management to address the specific concerns that may arise during coaching. (Note: Each loop is typically 90 days in length.)

If loop 1 and loop 2 of RSC are not successful, then a supplier could be recommended for a voluntary Certification Intervention Workshop (CIW) activity at the supplier's cost. CIW utilizes 3<sup>rd</sup> party subject matter experts and can last for several weeks to months.



If you have clients who are interested in participating in Red Supplier Coaching, please contact Liz Spudic (lspudic@iaob.org).

**James S. Bruin**

IAOB Executive Director, IATF Strategic Development  
 International Automotive Oversight Bureau (IAOB)  
 Chairman – IATF Meetings & Communication  
 Chief Representative of IATF Beijing Administrative Office  
 IATF Liaison A Representative – ISO/TC 176/SC 2  
 IATF Representative to the IAF

**Cherie L. Reiche**

IAOB Managing Director